

# PHONECARD

## Magazine

Volume One October/November 1996 \$6.50

ISSN 1173-6453

**SPECIAL  
FEATURE**

**ON**

**MOVIES**

**PLUS**

Techno Cards  
Thematics - Christmas  
Latest Issues  
The Papua New Guinea  
Market  
Market Update

# INDEPENDENCE DAY™

# Melbourne Phonecard Centre

Shop at: 24 Centre Place (Off Flinders Lane)  
Melbourne, Vic 3000, Australia  
All Mail to: PO Box 66, Flinders Lane PO,  
Melbourne, Vic 8009, Australia  
Tel: (03) 9650 7871 Int +61 3 9650 7871  
Fax: (03) 9650 7644 Int +61 3 9650 7644

Australian & World Telephonecards, Stored Value Cards, Accessories & Banknotes

Mint, used, prefix, thematic, want lists catered for. Quality assured.

Price list available.

Payment: AMEX/Mastercard/Bankcard/Visa/Cheque/Bankdraft in Australian Dollars.  
Postage: Australiawide - please add \$4 all orders below \$100, \$7 all catalogue/binder orders  
International: \$10 registration fee + postage at cost

## Telstra Australia New Issues Mint

Antarctica Series Limited Edition Pack.....	\$49
Olympic Series Limited Edition Pack.....	\$49
Marine Series Limited Edition Pack.....	\$54
Oz Tourist Set 6 \$5 cards.....	\$40
Frontline Defence Set 5 (\$50fv).....	\$60
Olympic Parade set 3.....	\$45

## Some Australian Special Offers Mint

TAC cards (second grade, imperfect).....	\$15
NSW Forests & Wildlife Pack.....	\$45
Phantom of the Opera (loose \$10 card).....	\$18
Batman Forever (3D collector pack).....	\$13
Batman Forever (loose mint \$5).....	\$10
Michael Doohan Pack.....	\$450
One Australia Challenge pack.....	\$650
Michael Lynagh Pack.....	\$25

## Stored Value Cards Cafeteria Trials

ANZ \$5 2/96 Mint.....	\$500
ANZ \$20 11/95 Mint.....	\$95
ANZ \$20 2/96 Mint.....	\$75
NAB \$20 6/96 Mint.....	\$75
NAB \$20 6/96 Used.....	\$45

## Gold Coast Trial

Batman, Sea World, Wet n Wild, Characters, Lethal Weapon, Mint.....	Each @ \$29
Batman, Sea World, Wet n Wild, Characters, Lethal Weapon, Used.....	Each @ \$9
\$5 Used.....	\$15
\$20 Used.....	\$8
\$50 Used.....	\$15
Set 3 Used.....	\$34

## Bulk

Australian 200 mixed (inc \$5 and \$10).....	\$120
Thailand 200 mixed.....	\$200
World 200 mixed.....	\$200
Japan 200 mixed.....	\$175
World 1000 mixed.....	\$950
Japan 1000 mixed.....	\$600

## BUYING

Urgently required to buy;  
\$5 Grand Prix (\$7), \$10 Grand Prix (\$12), Bulk  
mint/used Australian. All scarce recent cards and  
other interesting material. Top prices Paid.

Lay-byes available;

One-third down, one third each over  
next 2 months.

## Fair Card Issues

Cardex Flowers 1994 Pack.....	\$30
Singapore Cookies 1995 Pack.....	\$27
Hong Kong 1995 Pack.....	\$35
Year of the Rat Pack.....	\$65
AusCard \$2 Beach Scene Folder.....	\$20
NZ Spot the Dog Auscard 1996.....	\$15
NZ Spot the Dog Singapore 1996.....	\$15
NZ Spot the Dog Hong Kong 1996.....	\$15
Telstra Hong Kong 1996(700 issue).....	\$35
Telstra Singapore 1996 (approx 1000 issue).....	\$25
Papua New Guinea: Hong Kong Fair 96.....	\$15

## CARDPHONE CLEARANCE

We are no longer stocking Cardphone  
products. All mint stock at half face.

## Australia Coke Issues Mint

Rockwell Truck and Painting coke VI.....	\$46
Roaring Twenties Coke V.....	\$49
Coke 10 card set issue 1 (only 2000 sets)!.....	\$95
Coke 10 card set issue 2 (only 2000 sets)!.....	\$95

## Japanese Thematics

We stock the widest range of quality Japanese  
thematic cards within Australia - popular &  
unusual themes. Please contact us with details of  
your interest/s & we'll send you photocopies of a  
selection from our stock.

Want lists welcome.

EG Disney from \$7, Formula 1 from \$8 etc, etc.  
Cats/Dogs from \$2

## Japan Top Themes-Used

(10 different each theme)

## Great Starter Sets!

Planes.....	\$30
Ships.....	\$25
Scenes.....	\$25
Japanese styles.....	\$25
Cars.....	\$25
Cats OR Dogs.....	\$20
Animals.....	\$20
Disney.....	\$80
Ships/Boats.....	\$20

## For the Specialist Collector

Anritsu Test card % type multi.....	\$20
Anritsu Test cards % type 1-hole.....	\$30
Stromberg Carlson Test card USA.....	\$950

## Japan Top Themes-Mint

Beatles Abbey Rd, Sgt Pepp's, Let it Be, each	\$65
Marilyn Monroe (3 different).....	each \$35
Disney mint if folders each.....	\$28
(Pocahontas, Lion King, Disney on Tour etc.)	

## VERY SCARCE REPRINTS

(1 only each - mint)

Grand Prix prefix 47.....	\$180
Adelaide prefix 39.....	\$95
Generic prefix 185.....	\$750
Swimming prefix 172.....	\$750
Cycling prefix 141.....	\$450
Cycling prefix 174.....	\$320
Services prefix 143.....	\$800
Volume prefix 210.....	\$80

## World mixes

Caribbean (5 different).....	\$15
Singapore (5 different).....	\$10
Thailand (5 different).....	\$12
Papua-New Guinea (5 different).....	\$25
Germany (5 different).....	\$12
France (5 different).....	\$12
Taiwan (5 different).....	\$12
Greece (5 different).....	\$10
Sweden (5 different).....	\$13
Finland (5 different).....	\$15
Fiji (5 different).....	\$12
Arab Emirates (5 different).....	\$10
China (5 different).....	\$20
Austria (5 diff Trains).....	\$15

## World Mint

Norfolk Island: Year of Rat (pack \$25) loose	\$15
Denmark: "Think Red" Coke.....	\$18
Denmark: "Diet Coke".....	\$18
UK: Qantas Folder.....	\$18
UK: Graham Gooch.....	\$35
UK: Cupid Valentine's Day.....	\$20
UK: Marconi Folder (1000 issue).....	\$95
UK: Disney Toy Story Folder (2000 issue).....	\$95
Hong Kong: Disney Toy Story Folder.....	\$45
Malaysia: Harley Davidson set 2 in folder.....	\$15
Singapore: Fido Dido set 3 in folder.....	\$18
Singapore: Snoopy set 3 in folder.....	\$18
Singapore: Tweety, Sam, & Bugs (mint).....	\$18
Singapore: Sylvesta Sam or Bugs (used).....	\$6
South Africa: Birds of Prey set 6.....	\$50
South Africa: Child Art Pk (1000 issue).....	\$125

## Whether buying/selling - Don't miss our PUBLIC/POSTAL PHONECARD AUCTIONS

New material urgently required. Competitive rates. No buyer's commission.

## IMPORTANT NOTICE

Future auction lists will be on a direct mail-out basis - if you would like to receive a copy of our auction catalogues, please let us know - ring or write to us with your details for our regular "auction" mailouts

Australia's leading phonecard dealer & auctioneer

**Advertising**

Strategic Media Limited -  
Robert Gill, Rob Andrews

**Contributing Writers**

Viddy Jermacans, Sue Harris

**Production**

Marketing Promotions Ltd

**Printer**

Business Print Ltd

**Subscriptions**

Australia/New Zealand Phonecard Magazine,  
Phone 0800 688 005, Fax 0-9-373 3708

**Advertising Circulation/Editorial**

Level 2, 60 Grafton Road, P.O. Box 2590,  
Auckland, New Zealand.  
Phone 0-9-307 2190. Fax 0-9-309 6191.

**Publisher**

Strategic Management Services Limited  
P.O. Box 2590, Auckland, New Zealand.  
Phone 0-9-307 2190. Fax 0-9-309 6191.

Bi-monthly 6 issues per year - \$38.00 includes GST

Asia, UK, USA & Europe - \$NZ70.00

Please send remittance via cheque, or list credit card number for Visa/Bankcard/Mastercard. Subscriptions will commence within two weeks of receipt of your remittance.

The contents of Australia/New Zealand Phonecard Magazine are copyright and may not be reproduced in any form without the written permission of the publisher. Australia/New Zealand Phonecard Magazine cannot accept responsibility for unsolicited manuscripts or photographs.

Opinions expressed in this magazine do not necessarily represent the views of the publisher. While every effort has been made to ensure the accuracy of information in this magazine, no responsibility can be accepted by the publishers for omissions, typographical or printers errors, inaccuracies or changes that may have taken place after publication. All freelance contributions must be accompanied by a stamped self-addressed envelope.

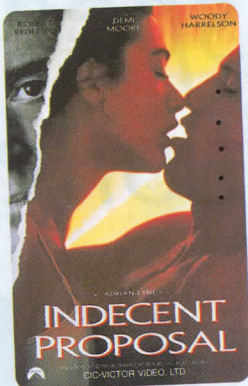
The Australia/New Zealand PhoneCard Magazine reserves the right to reject any advertising or editorial material at its' sole discretion.

**Australia/New Zealand  
Phonecard Magazine**

ADVERTISING & CIRCULATION: Level 2, 60 Grafton Road,  
P.O. Box 2590, Auckland, New Zealand.  
Phone 0-9-307 2190. Fax 0-9-309 6191.

**8 Movies on PhoneCards**

Producing PhoneCards featuring stars such as Tom Cruise and Demi Moore is yet another method of promoting some of the biggest box office hits.



**10 Techno Cards**

Rivalling British Telecom, an exciting new telecommunications company - Energis - launched in the UK recently.

**12 Overseas**

Papua New Guinea - producing affordable, attractive and easy-to-obtain PhoneCards for the investor.



**14 Artist Profile**

Tony Sipa, the artists responsible for most of the Papua New Guinea PhoneCards at date.

**15 Fair Cards**

A look at the Telstra cards produced for the Singapore, Cardex '96 and Hong Kong fairs.

**18 Dealer Issues**

Coca-Cola, Donald Duck Part II and the next card in the art collection from Pacific Coin Company - Renoir.

**20 Telecom**

A word from Bruce Buddicom, National Manager, Telecom Payphones.

**21 Telstra**

Comment from Grant Burtenshaw, National Sales & Service Manager, Telstra Payphone Services.

**24 Latest Releases**

Including Christmas releases from Telecom and Telstra, the latest from Paytel Australia and Telecom's Collector Portfolio.

**26 Latest Card Issues**

From Telstra.

**29 Overseas**

Maltese PhoneCards.

**30 What's Hot**

Micheal Doohan, world motorcycle champion and the 1994 Telecom Valentine's Day Card.



**32 Most Wanted**

In New Zealand and Australia.

**34 Thematics**

This month, a look at the very popular "Christmas" cards produced around the world.



**36 Smart Cards**

The trials and the future.

# Add a rare species to your collection



The first of Telecom New Zealand's premium PhoneCard™ investments is now available to collectors.

With only 150 in existence, the Floral Fantasy Proof Collector Series Pack is indeed a rare specimen.

Exquisitely presented in a gold embossed folder and hard covered sleeve, this highly collectable

series contains four Proof Issue Floral Fantasy Cards, a printer's Proof Sheet and Telecom's first signature card.

The \$30 montage PhoneCard is the first to be produced in this denomination and is available exclusively as part of the Floral Fantasy Proof Collector Series Pack.

At a cost of \$695 this unique investment opportunity will quickly disappear. So complete the coupon below without delay or call 0800 508 805 for more information NOW!

Please send me my Floral Fantasy Proof Collector Series Pack (only one per person).

- Payment option 1 Full payment of \$695 incl. GST  
 Payment option 2 Two payments. The first for \$350 incl. GST and the second, one month later, for \$345 incl. GST. The Proof Collector Series will be despatched upon receipt and clearance of your second payment.

Name: \_\_\_\_\_ Expires: \_\_\_\_\_

Address: \_\_\_\_\_ Credit Card Number: \_\_\_\_\_

Phone: \_\_\_\_\_

Credit Card Type: \_\_\_\_\_ Signature: \_\_\_\_\_

Please send me more information about PhoneCard collecting.

Send to: Telecom PhoneCard Collector Service, Freepost No. 4083, PO Box 3838, Auckland. This offer is subject to availability. A/NZPM

# THE GREAT AUSSIE PHONECARD COMPANY

(A.C.N. 066 512 847)

PO BOX 373, CLAREMONT, WA 6010

Phone (09) 386 5113

Fax (09) 386 7453

Mobile 019 105222

## SELLING TELSTRA PHONECARDS

\$5 100 Years of Deaf Education in WA  
Prefix 1192 in a folder

Mint...\$12 1 Hole or Multi Hole...\$10

HONG KONG '96...Folder with 2 cards  
\$2 Prefix 1189 & \$5 1190...\$30

HONG KONG '95...Folder with 2 cards  
\$2 Prefix 1070 & \$5 1069...\$20

HONG KONG Year of the Rat Folder  
with 5 cards  
\$5 Prefix 1009, 1010, 1011, 1012,  
1013...\$50

SINGAPORE '96...Folder with 1 card  
\$5 Prefix 1191...\$30

SINGAPORE '95...Folder with 1 card  
\$5 Prefix 953...\$15

CARDEX '96...Folder with 2 cards  
\$2 & \$5 ...\$35

CARDEX '95...Folder with 1 card  
\$5 Prefix 972...\$30

CARDEX '94...Folder with 1 card  
\$5 Prefix 590...\$12

JAKARTA '95...Folder with 1 card  
\$5 Prefix 1071...\$50

Postage and Insurance extra

Bankcard, Mastercard, Visa, Money  
Orders & \$A Cheques accepted.

Please send Want Lists for hard to get  
Prefix Numbers and cards Used or Mint

**FREE**

## **OUR LATEST PRICELIST OF AUSTRALIAN PHONECARDS BUYING**

### **TELSTRA PHONECARDS**

\$2.00 T.A.C. LIVE & LEARN

\$2.00 COVERSYL NATRILIX

\$2.00 NEWSAGENCY FEDERATION  
\$2.00 TAFE

\$5.00 GET INSIDE YOUR WALLET  
(Telstra Advertising Card)

ANIMAL EYES (4 cards)

MICHAEL DOOHAN (1 card)

APOLLO 11 (5 cards)

APOLLO 15 (5 cards)

### **VISA CASH CARDS**

\$20 COKE VISA CONFERENCE PACK  
(Gold Coast August '96)

*We are keen buyers in all other packs, mint  
& used cards. Are you on our Mailing List?*

# EDITORIAL & LETTERS

Welcome to an exciting new publication, the Australia  
New Zealand Phonocard Magazine.

Australian and New Zealand  
collectors who were previously  
catered for in the pages of The  
Australasian Phonocard Monthly  
and the New Zealand International  
Phonocard Collector will find that  
they will gain many benefits with  
the introduction of this new  
magazine.

While the existing needs of each  
country's collectors will continue  
to be addressed, the new  
magazine's specific focus on the  
activity surrounding phonocard  
collecting in Australia and  
New Zealand will benefit the dual  
country collector as well as  
introduce other collectors to the  
phonocards of their respective  
close neighbour.

Each month we will be  
entertaining and educating readers  
about the hobby, from what to look  
for, to the new, evolving  
technology and the latest, greatest  
phonocards.

We'll provide news, views and  
profiles from both sides of the  
Tasman, and the Phonocard  
Magazine will also feature regular  
articles and updates on the nations  
in the Pacific and near Asia as well  
as information on the broad  
international scene.

As with any new publication,  
particularly where it replaces an  
existing one (in this case two),  
adjustment is required on the part  
of both the reader and the  
publisher/s, especially when the  
magazine is the only one of its kind  
in both countries.

As most readers will be aware by  
now, the Phonocard Magazine is  
being produced from two locations  
on either side of the Tasman,  
Tamworth, New South Wales and

Auckland, New Zealand.

The magazine itself is printed and  
distributed from Auckland.

Even as I write this editorial,  
considerable activity is still taking  
place regarding the amalgamation  
of the extensive subscriber lists  
from the two previous publications.  
Many readers were subscribers to  
both the Monthly and the Collector  
and as most will have a credit to  
either one or both publications,  
these have to be calculated and  
recognised.

Readers of the previous Phonocard  
Monthly may find that there is  
some repetition between the last  
issue of the Monthly and this, the  
first of the Phonocard Magazine.

Dealers and collectors who  
previously advertised in the  
Monthly, will need to note carefully  
the deadlines for the receipt of  
material for publication in the  
Phonocard Magazine. They are not  
as liberal as they were previously.

Finally, I'd like to welcome on  
board all the existing subscribers  
from The Australasian Phonocard  
Monthly and the New Zealand  
International Phonocard Collector,  
as well as the new readers who  
have subscribed to this publication  
or may be simply borrowing it from  
a friend to read.

Your observations and opinions are  
welcomed and your readership is  
appreciated.



Viddy Jermacans  
Editor, Australia

## Sydney's Big Collector Weekend

Australia and New Zealand's leading phonecard dealers will be in attendance at the Australian International Phonecard Fair '96 to be held on Sunday, the 10th of November, at the All Seasons Premier Menzies Hotel, 14 Carrington Street, Sydney.

Collectors will be able to choose from one of the largest and most comprehensive stock of Australian and world phonecards on offer anywhere in Australia.

Telstra are expected to have a retail sales table and archival material on exhibition, while several other agencies and custom phonecard issuers may also be at the fair. Leading hobby magazines will have sales and/or information tables.

The preceding day, Saturday, November 9, the same venue will host the Australian International Banknote Fair '96. Phonecard collectors will be well catered for at this fair, as many dealers attending the Phonecard Fair the next day will also be in attendance on Saturday.

For further information contact Mark Freehill on (02) 9913 3036.

## Club Fair in Melbourne

The Rosebud & District Phonecard Collectors' Club is holding a Phonecard, Stamp & Coin Fair, on Saturday

November 16, 1996 at the Caulfield Secondary College, corner Booran and Neerim Roads. The fair is open from 10 am to 4 pm and admission is free.

There is ample parking and refreshments will be available to those attending. Telstra will be providing prizes which will be distributed on the day.

For further information, including table bookings (\$35.00 each), contact John Thomas on phone (059) 86 2261 or fax (059) 86 6943, or write to the Club at P.O. Box 211, Rosebud, Victoria 3939, Australia.

## Something for Everyone

The weekend of 11 and 12 January will be an excellent opportunity for both dealers and collectors to partake in a get-away-from-it-all holiday and combine it with the Sunshine Coast's major two-day Phonecard, Stamp and Coin Show. The Show will be staged at the Caloundra Cultural Centre and many prominent Queensland and interstate dealers will be in attendance.

For further information on this Show contact Dan O'Loughlin on Ph/Fax (07) 3849 2682 or Michael Vickers on ph/fax (07) 3269 1158.

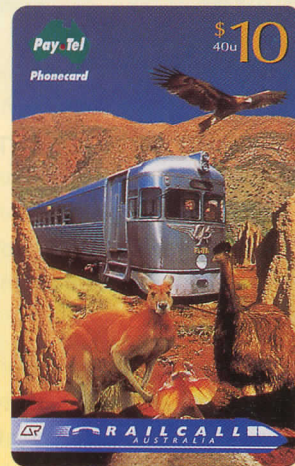
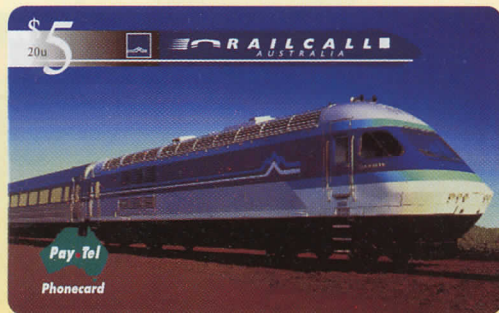
### FORTHCOMING FAIRS AND SHOWS

17-20 Oct	National Stamp & Phonecard Show	Town Hall, Caulfield	Melbourne
20 Oct	Wallsend Stamp, Coin & Phonecard Fair	Wallsend Pioneers Hall	Wallsend, Newcastle
25-27 Oct	Qld. Stamp, Coin & Phonecard Expo	RNA Showgrounds	Fortitude Valley, Brisbane
26 Oct	Aust. Phonecard Coll. Club Fair	Toc-H-Hall	Edwardstown, Adelaide
27 Oct	Epping Stamp & Coin Fair	School of Dance Hall	Epping, Sydney
27 Oct	Stamp & Coin Fair	Carlton Street	Granville, Sydney
2-3 Nov	National Coin, Stamp & Phonecard Show	Convention Centre	Canberra
3 Nov	Phonecard, Stamp & Coin Fair	Town Hall, Semour St	Sandgate, Qld.
9 Nov	Australian International Banknote Fair	All Seasons Premier Menzies Hotel	Sydney
10 Nov	Aust. International Phonecard Fair	All Seasons Premier Menzies Hotel	Sydney
10 Nov	Croydon Stamp & Coin Fair	Masonic Hall	Croydon, Sydney
16 Nov	Rosebud & District Phone. Coll. Club Fair	Caulfield Secondary College	Caulfield, Melbourne
17 Nov	Wallsend Stamp, Coin & Phonecard Fair	Wallsend Pioneers Hall	Wallsend, Newcastle
22-24 Nov	Indo-Phonecards '96	Plaza Senayan	Jakarta, Indonesia
22 Nov	National Coin, Stamp & Phonecard Show	Westside Hotel	Hobart
23 Nov	National Coin, Stamp & Phonecard Show	Albert Hall	Launceston, Tas.
24 Nov	National Coin, Stamp & Phonecard Show	Civic Theatre Centre	Burnie, Tas.
24 Nov	Stamp & Coin Fair	Carlton Street	Granville, Sydney
15 Dec	Wallsend Stamp, Coin & Phonecard Fair	Wallsend Pioneers Hall	Wallsend, Newcastle
11-12 Jan	Phonecard, Coin & Stamp Show	Caloundra Comm. Centre	Caloundra, Qld.
18 Jan	Stamp, Coin & Phonecard Fair	Uniting Church Hall	Dromana, Vic.

# Collect **Pay•Tel** Australia!



- **FREE Newsletter "The PayTel Collector"**



- **"Collector Club" with FREE bonus issues**



• **TRAINS** • **SHIPS** • **AUSTRALIAN FLORA & FAUNA**



Pay•Tel Australia Pty Ltd  
P.O. Box 456, Blackburn,  
Victoria, Australia 3130

Telephone: +613 9877 0222  
Facsimile: +613 9877 9499  
[www.3dproductions.com.au/paytel/index/html](http://www.3dproductions.com.au/paytel/index/html)

**WRITE OR CALL FOR MORE DETAILED INFORMATION!**

# Movies on phonecards

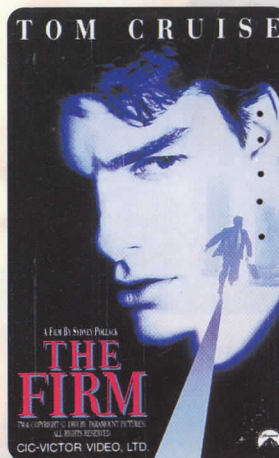
Each year production companies invest millions of dollars to produce what they hope will be a box office hit.

Putting the right promotion behind these movies is critical to their success, with PhoneCards emerging as a great way to extend awareness.

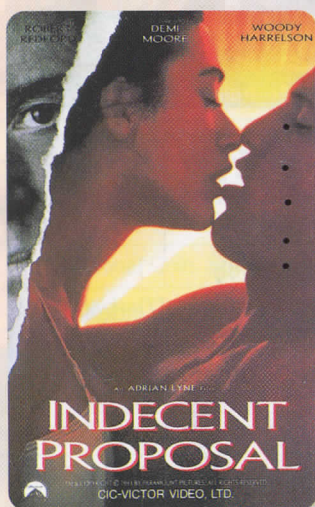
Movie title releases on PhoneCards are growing in popularity around the world and so is the interest from collectors to start collecting this interesting theme.

Paramount Pictures, 20th Century Fox and Universal Studios all keep up with the play in providing their most recent movie imagery on PhoneCards, often in conjunction with video releases to the public.

Japan was one of the first to put popular movie themes on PhoneCards and is one of the most prolific.



Tom Cruise, Bruce Willis, Michael J Fox and Demi Moore feature on the PhoneCards shown, but these are just a few of the Hollywood stars that appear on a large selection of Japanese PhoneCards.





British Telecom (BT) has also released movie themes on PhoneCards, although its releases are not as frequent as Japan.

Only fairly recently, BT moved to provide full face imagery on its PhoneCard product and since doing this, the impact of their images has improved.

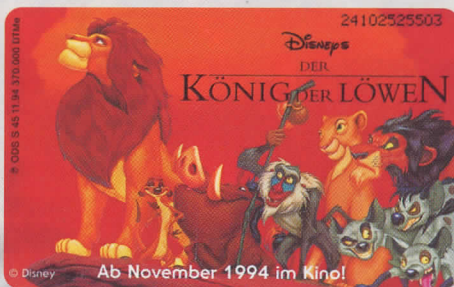
You will notice in the Walt Disney 'Toy Story' card that nationwide cinemas indicate when the feature is hitting the big screen. This card was released through BT's retail outlets to advise the general public that 'Toy Story' was nearly here! A good concept we thought, promoting pre-ticket sales for the cinemas.

The card featured is only one of five cards in the set. Interesting also is the text printed on the reverse of this card. Check it out if you happen to come across the BT 'Toy Story' PhoneCards.



It's a tough question to answer - name all the countries of the world that have produced movie themes on PhoneCards?

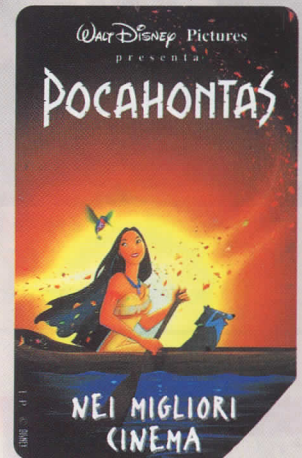
Germany has many releases, particularly utilising the Walt Disney format, and also produces some interesting imagery with an added advantage of being able to print an image on both sides of the PhoneCard. Why? In most cases, chip cards are commonly used and there is no need for space to be provided for magnetic panels or punch operated systems.



We feature a 1994 Lion King release, front and back, to indicate just how visually attractive both sides of the PhoneCard can be when this extra space is available.



Italy too, has joined other countries in releasing movie themes on PhoneCards. It operates a magnetic code system that reads the card when it is inserted into the payphone, but also chooses to have a corner cut-off the card to indicate which direction to insert the card into the payphone - interesting!



Here also, they have taken the liberty to utilise what space is available to apply additional imagery on the reverse of the card to advise the public at which cinema the movie is now showing.



Telecom Ireland has also released PhoneCards with movie themes, providing attractive images for collectors to snap up. It also operates a chip-card system, but has additional finishing touches such as bar coding on the reverse of the product for ease of handling and stock controlled releases.

Impressively, its cards are presented in a sealed wrapper, protecting the finish and ensuring the card maintains its original mint condition.

In Australia, are the hugely popular X-Files PhoneCards. Two sets, each containing four different cards, have been produced featuring the show's stars, Mulder and Scully, along with scenes from the show's X-Files. Each collection is produced in a full colour pack with matching serial numbers.

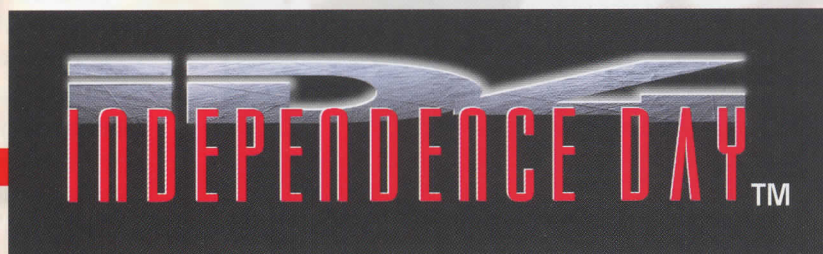
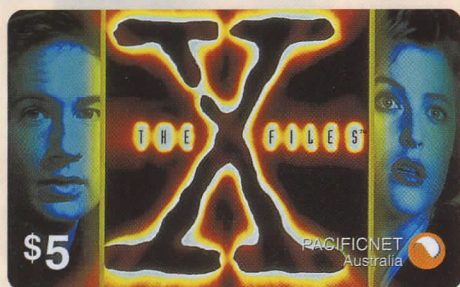
Walt Disney themes are probably the most strongly collected throughout the world and represent some of the very best PhoneCard imagery.

Bell Canada came out with stunning Batman images, which are both interesting and very vibrant in colour.

The popularity of collecting movie theme releases on PhoneCards will grow as the hobby further develops. If you are a new collector to the market, what better way of starting a theme than one that has endless variations.

As we look around, we always see and find interesting additions for our movie theme collection. The quality of the releases, image-wise, seems to be improving.

We know we can't collect all cards released, so a safe bet is to pick one or two themes or favourite stars to add to your collection as they are released.



It's an ordinary summer day. But then, without warning, something very extraordinary happens. Enormous shadows fall across the land. Strange atmospheric phenomena, ominous and mesmerizing, surface around the globe. All eyes turn upward.

The question of whether we're alone in the universe has finally been answered. And, in a matter of minutes, the lives of every person across the globe are forever changed.

The movie Independence Day, has taken the world by storm, breaking box office records wherever it opens. In both Australia and New Zealand, it smashed the opening week record in four days, the opening weekend record and record week gross set by Jurassic Park.

Starring Jeff Goldblum, Will Smith and Bill Pullman, Independence Day has created the greatest stir for its amazing special effects. Live action, state-of-the-art computer generated images, pyrotechnics and in-camera explosions were just some of the techniques used to make this a memorable movie.

The image featured on the special subscription PhoneCard offer promoted with this magazine is probably one of the most dramatic scenes, featuring the White House under attack from a force of incredible magnitude in Independence Day.

See the movie and subscribe to this magazine for the free Independence Day PhoneCard - they are both worth it!



# EDLINS OF CANBERRA



All mail to: PO Box 7, Civic Square, ACT 2608 • Phone: (06) 248 7859 Fax: (06) 248 7553  
ISD Phone +61 6 248 7859 Fax +61 6 248 7553

Member of APDA, SCDA, ASDA



Orders over \$200 sent Post Free; all other countries please add \$4 within Aust, or \$10 to NZ for Post and Ins.

*The following list is just a selection from our latest pricelist. For a full listing please write, phone or fax.*

**ALL PRICES BELOW ARE IN AUSTRALIAN DOLLARS.**

## MINT CUSTOM CARDS

\$10 Black Opal	\$15
Rally Australia set 3	\$29
\$2 Mickey Mouse	\$18
\$2 Donald Duck	\$18
\$5 Mickey & Minnie	\$9
\$2 Coke Santa	\$15
\$2 Coke Polar Bear	\$15
\$2 Coke Ribbon	\$15
\$2 Thirimere Train 1	\$18
\$2 Thirimere Train 2	\$18
\$2 National Parks Frog	\$9
\$2 National Parks Koala	\$9
\$2 National Parks Whale	\$9
\$5 Flinstones	\$9
\$5 Simpsons	\$9
Middle East Peace set of 3	\$95
\$5 Kookaburra	\$9
RSPCA set of 2	\$29

## MINT CUSTOM CARDS

Conservation set 2	\$45
\$5 Batman Forever	\$9
\$5 Perth Mint Emu	\$18
Rentio Type 1	\$90
Rentio Type 2	\$90
\$2 White Tiger	\$18
Ken Done set 3	\$25
\$4 Social Security	\$6
Telecom Thank You	\$75
VST World Map Black	\$5
BBC Taubmans Type 1	\$18
Taubmans Type 2	\$29
\$2 Balleys Irish Cream	\$18

## MULTI HOLE USED SETS

Geelong	\$90
South Australia	\$70
Queensland	\$40
Victoria	\$12

## MULTI HOLE USED SETS

New South Wales	\$40
Western Australia	\$30
Aust Capital Territory	\$65
Northern Territory	\$22
Tasmania	\$20
Red Cross	\$20
Olympics	\$20
Endangered Species '93	\$5
Indigenous People	\$10
Landscape Series '93	\$10
Microscopy	\$8
Christmas '93	\$4
Environment '93	\$8
Dinosaurs	\$9
Endangered Species '94	\$8
Commonwealth Games	\$5
Christmas '95	\$10
Qantas set of 8	\$45

*NB: All cards guaranteed in excellent condition.*

*Lower grade but quite collectable cards are also available at 25% (1/4) less the prices shown above.*

# NATIONAL COIN, PHONECARD & STAMP SHOW

## CANBERRA

Sat/Sun 2nd, 3rd November 1996

10.00am - 5.00pm each day

**Venue:** Convention Centre, Constitution Ave, Canberra, A.C.T.

**Auction:** Coin, Stamp and Phonecard Auction,

Saturday 2nd November 1996 at Griffin Centre.

Free catalogue from Edlins of Canberra

Phone: (06) 248 7859 or Fax: (06) 248 7553

## TASMANIA

Hobart: Fri 22nd November 1996 at Westside Hotel, Bathurst Street, 10.00am - 6.00pm

Launceston: Sat 23rd Nov, 1996 at Albert Hall, 10.00am - 5.00pm

Burnle: Sun 24th Nov, 1996 at Civic Theatre, 10.00am - 5.00pm

**FREE ADMISSION - \$500 WORTH OF PRIZES**

## BUY OR SELL

Dealers from Vic., N.S.W. Qld, A.C.T. and Tas. in attendance with a great range of coins, stamps, phonecards and other collectables. Free valuation.

*Dealers tables available - Contact Edlins, Phone (06) 248 7859 or Fax (06) 248 7553*

A new telecommunications player has entered the United Kingdom to rival British Telecom.

Energis launched in the United Kingdom less than three years ago, with the promise it would offer a new range of information and communications services, in addition to the standard telecommunications services already available.

## New Energy in UK Market

It aims to offer services very different from those which are already available - to meet the real needs of customers. Within a short time it seems to be delivering its promises.

Energis is owned by The National Grid Company plc, which enabled it to create the Energis network very quickly, using the earthwires between electricity pylons

to carry fibre optic cables capable of transmitting images and data as well as the spoken voice. In London where there are no pylons, Energis simply came to a commercial agreement with London Underground to lay its cable through its tunnels.

Energis customers are able to be connected to this network either directly or indirectly through their existing BT lines or cable television networks.

The Energis network is the first national network in the world to be built entirely using an advanced transmission technology called Synchronous Digital Hierachy (SDH). It virtually guarantees continuous communications for critical applications.

Of particular relevance to PhoneCard collectors is that Energis will soon be releasing a range of general issue remote access cards. The cards will be able to be used on any touch-tone phone in the United Kingdom and in 50 other countries.

These general issue cards look to be very exciting, presenting strong thematic images such as landscapes, famous United Kingdom castles, baby animals etc. Run sizes are yet to be determined.

Energis is working in partnership with Auckland communications company, Strategic Marketing Services to market these cards and have found keen interest from advertisers. Retail channels for the cards are also being established throughout the United Kindom, with plans to extend them as opportunity allows.

Look out for the first remote access card issue from Energis, which is expected soon.



### SPECIFICATIONS

\$	Card	Production run	Production
\$75	Maple Leaf Bullion	1250	November
\$5	Northern Lifeguard Association	10,300	September
\$5	World Landmarks - Tower Bridge	1750	October
\$5	World Landmarks - Opera House	1750	October
\$5	World Landmarks - The Capitol	1750	October
\$10	World Landmarks - Eiffel Tower	1750	October
\$20	World Landmarks - Taj Mahal	1750	October
\$5	GI Proof - Floral Fantasy (blue flags)	150	November
\$5	GI Proof - Floral Fantasy (poppies)	150	November
\$10	GI Proof - Floral Fantasy (sunflowers)	150	November
\$20	GI Proof - Floral Fantasy (clematis)	150	November
\$30	GI Proof - Floral Fantasy (montage)	150	November
\$50	Endangered Animals - Elephants	1750	October
\$50	Art Collection - Boating Party	1750	October
\$5	Nestle Kit Kat	5500	December
\$10	Independence Day	7500	October
\$5	Christmas - Snowy roof	72,750	October
\$5	Christmas - Christmas tree	72,750	October
\$5	Christmas - Montage	1750	October
\$10	Christmas - Elves	65,750	October
\$20	Christmas - Sleeping child	30,750	October



# EVENT MASTERS Disney PHONECARD COLLECTION

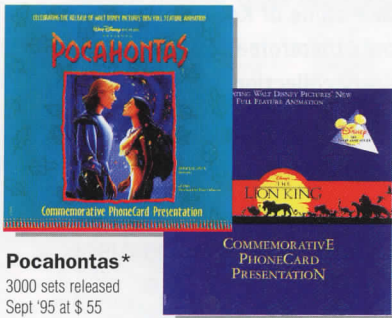
## Disney's THE HUNCHBACK OF NOTRE DAME

Just as Disney's new feature animated movie sensation **The Hunchback of Notre Dame** is hitting the theatres,

a stunning new PhoneCard release is revealed. **THE LATEST RELEASE** The Hunchback of Notre Dame PhoneCard Presentation Set features a beautiful PhoneCard of Quasimodo in the "Festival of Fools".



© DISNEY



**Pocahontas\***  
3000 sets released  
Sept '95 at \$ 55  
Current value \$ 125

**The Lion King\***

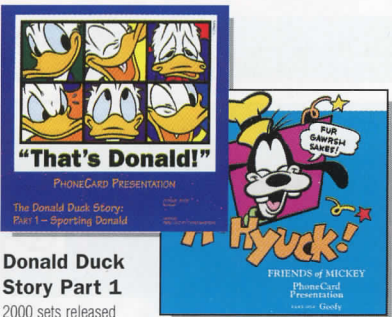
4000 sets released Sept '94 at \$ 55  
Current value \$ 150

\*Sets incl hit CD single of movie soundtrack



**Snow White & the 7 Dwarfs**  
3000 sets released  
Dec '94 at \$ 85  
Current value \$ 155

**Pinocchio**  
3000 sets released April '95 at \$ 80  
Current value \$ 160



**Donald Duck Story Part 1**  
2000 sets released  
Dec '95 at \$ 140  
Current value \$ 400

**Friends of Mickey Part 1  
Goofy**  
2000 sets released April '96 at \$ 195  
Current value \$ 400



**Goofy of the Friends of Mickey Series**  
5 individual cards \$ 40



**Donald Part 1**  
3 cards \$ 24



**Pocahontas**  
1 card \$ 8



**Snow White**  
3 cards \$ 45



**Lion King**  
1 card \$ 55



**Mickey Mouse Story Part 1**  
1000 sets released  
July '94 at \$ 160  
Current value \$ 800

**Mickey Mouse Story Part 2**  
1500 sets released  
July '95 at \$ 160  
Current value \$ 450

**Mickey Mouse Story Part 3**  
2000 sets released July '96 at \$ 160  
Current value \$ 400



**Mickey Mouse Story Part 2**  
4 individual cards \$ 35



**Mickey Mouse Story Part 3**  
4 individual cards \$ 32



**Pinocchio**  
2 cards \$ 20



**Mickey Mouse Story Part 1**  
4 individual cards \$ 450

All prices as at 9/96

To join our mailing list or to order, please write to  
Event Masters Ltd PO Box 90800 AMSC, Auckland  
New Zealand, Fax +64-9-489-4844

Telego ACCREDITED PhoneCard **CALL 0800 105 700** for fast order service.

We recommend collectors who are not using our VIP Standing Order Service to call and reserve The Hunchback of Notre Dame well in advance.

# PAPUA NEW GUINEA

Are you looking to collect affordable, attractive and relatively easy-to-obtain phonecards, which are issued in such small quantities they attract the investor?

Well, look no further than Papua New Guinea!

The P.N.G. Telikom Phonecard Management team, led by Xavier Victor, has carefully laid down an issuing policy that serves both the interest and aspirations of this wonderful country as well as providing collectors with an attainable, affordable and attractive range of cards.

To quote some of the decisions made:

- Telikom aims to release about four main issues annually as well as special event issues and suitably approved advertising cards.
- Cards will depict only Papua New Guinea related themes.
- Face value and quantity of cards released will relate primarily to the local demand, with occasional smaller limited issues to a minimum of 1000 for collector appeal.
- No private issues or subjects foreign to the country.
- All phonecards to be available through sales agencies for a period of 6 months, unless demand exhausts any cards and thereafter until stocks are sold.

The main implication of this very stable and conservative policy is that all cards will be available to the public at face value. In addition, the total face value of an annual collection is around K100 or \$A100 - a very modest sum compared with most other agencies!

Since the first trial card in 1988, there have only been 78 different cards issued at a face value of K461. Collecting Papua New Guinea phonecards therefore offers collectors the real option of a one country collection.

The first set appeared in 1991 for the South Pacific Games and was shortly followed by a set showing Ela Beach by night.

Several low value advertising cards came out in 1991/92, followed in April 1992 by a very attractive set of 6 different cards produced for Expo '92 in Seville, Spain. Some of these Expo cards had seven printings and a few of the later ones are still available today. Reprints of the early P.N.G. cards therefore have a fascination for the prefix collector.



In 1994, starting with the single Essen Exhibition card, all subsequent issues from P.N.G. have not been subject to reprints. This has simplified collecting as well as assuring collectors about quantities produced.

The trend of producing about 4 colourful, attractive and relevant issues each year continued during 1995 and 1996.



With the steady increase in quantity and availability of Cardphones throughout Papua New Guinea, we are now seeing a fairly rapid turnover of cards, particularly the low value, K1, K2 and K5 cards. A more recent phenomenon is the increased popularity of K10 cards in the emerging mining areas such as at Lihir which has caught many by surprise, with these cards selling out virtually overnight.

As there are practically no local collectors of P.N.G. cards, a situation Telikom will soon address, an examination of overseas sales indicates that most of the sets of the last three years are extremely scarce.

Most complete sets sold in total were less than 250!

Telikom's mailing list shows that of these sets, 55% went to European collectors, 20% to Australian, 15% to Asian and 3% to New Zealand.

With most cards being used locally, the 250 mint sets held by collectors are certainly a rarity!

Clearly, Papua New Guinea offers much to both the collector and investor of phonocards. Telikom's policy of not producing private cards must soon make it unique and surely another reason for collecting the country as a one-country collection.



This increased exposure of Papua New Guinea's phonocards internationally can only lead to more collector interest and as such make the earlier issues very attractive to have.

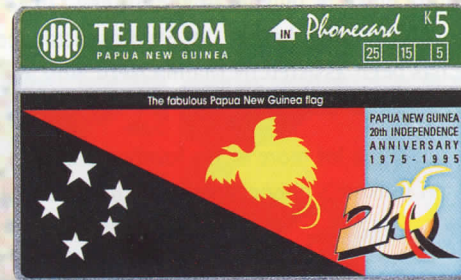
Telikom produced special overprint cards for both Fairs attended to date:

Aus Card '96 K20 Bird of Paradise (1000 printing).

Hong Kong Expo '96 K5 Coastline View (1000 printing).



In April this year, P.N.G. Telikom attended AusCard '96 held at the Opera House in Sydney. Their success of this major Phonocard Fair persuaded the management team to attend the Hong Kong Expo held in July and they have also arranged to go to CardEx '96 in the Netherlands in October.



A percentage of these cards, like all P.N.G. cards, are available on general sale in the country.

Interested collectors should get in touch with their most enterprising dealer or contact Telikom direct at:

### Overseas Phonocard Sales

Telikom Payphone Business Unit

P.O. Box 351, Waigani, Port Moresby

Papua New Guinea

Tel: (675) 300-5093, Fax: (675) 300-5060

Jim Shearing, Port Moresby, September 1996.



Tony has been responsible for the design and artwork of most of the P.N.G. phonecards since the Red Cross issue in 1994 including the issues for Bowls, Christmas, Peter ToRot, Independence, Musical Instruments and the forthcoming Traditional Ceremonies.

Tony is 26 and was born in Emai Village in the Simbu Province of the Central Highlands. His school days began at the Sagalua Demonstration School in Madang and later he attended Mt Hagen High School where he was already showing talent as an artist.

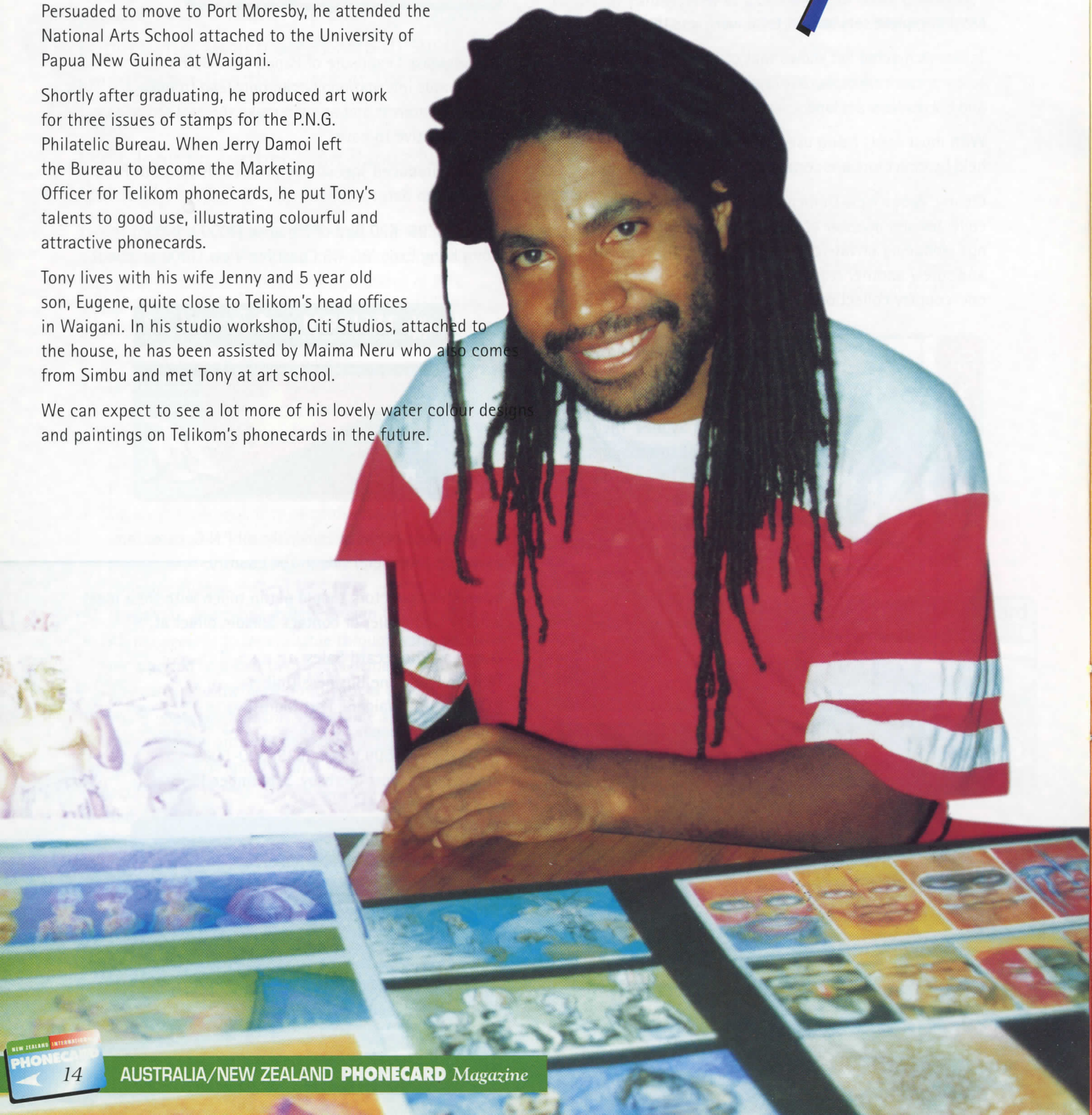
Persuaded to move to Port Moresby, he attended the National Arts School attached to the University of Papua New Guinea at Waigani.

Shortly after graduating, he produced art work for three issues of stamps for the P.N.G. Philatelic Bureau. When Jerry Damoi left the Bureau to become the Marketing Officer for Telikom phonecards, he put Tony's talents to good use, illustrating colourful and attractive phonecards.

Tony lives with his wife Jenny and 5 year old son, Eugene, quite close to Telikom's head offices in Waigani. In his studio workshop, Citi Studios, attached to the house, he has been assisted by Maima Neru who also comes from Simbu and met Tony at art school.

We can expect to see a lot more of his lovely water colour designs and paintings on Telikom's phonecards in the future.

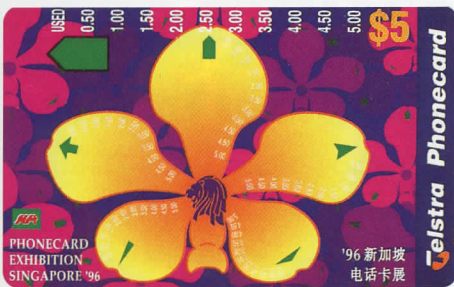
## Tony Sipa





# Fair Cards

In late July and early August 1996, Telstra attended two major phonenumber and collectable fairs in Hong Kong and Singapore. To commemorate their attendance at these two fairs, Telstra produced custom cards which were on sale for the duration of the respective fairs.



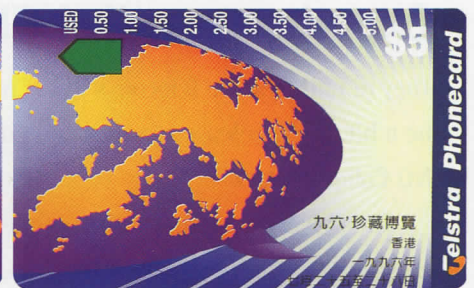
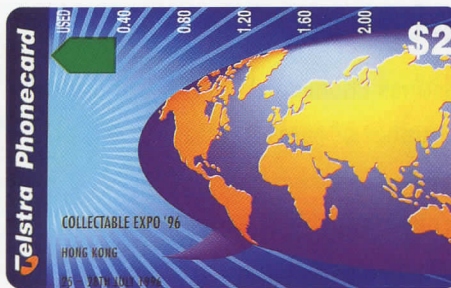
## Singapore

2000 folders containing a \$5 Phonocard featuring a yellow orchid on a purple background were available at the Phonocard Exhibition

influenced by the style of the master Dutch artist Vincent Van Gogh. The colourful and expressive cards symbolise Australia and the Netherlands and celebrate Telstra's participation in the major exhibition at Maastricht.

A promotional set of Phonocards, with some variations to the above, will be released in Australia through Phonocard Collector Services.

Singapore '96. Approximately 1000 of these cards and folders were sold, the remainder of the folders being destroyed on the last day. A \$5 promotional card of the same design with the colours reversed (purple orchid on a yellow background), was released in Australia and is available through the Phonocard Collector Service.



## CardEx '96

To commemorate their attendance at CardEx '96 in Maastricht, the Netherlands, in early October, Telstra produced 2000 folders containing \$2 and \$5 Custom Phonocards. The design of these two cards follows a practice of "joined-pairs" as issued previously for Hong Kong '95 and for Hong Kong earlier this year in July. This commemorative Phonocard series uses designs

## Hong Kong

In Hong Kong, 2000 folders containing a \$2 and a \$5 card were available to those attending Collectable Expo '96. The two individual Phonocards combine to make a complete picture of the earth, indicating the extent of participants in the exhibition. Approximately 700 folders were sold during the Expo and, as the remaining folders

were destroyed, this makes the number available to collectors quite small.

A similarly designed se-tenant pair of \$5 Promotional Phonocards (with different colouring) were produced for sale within Australia through the Telstra Phonocard Collector Service.



This Christmas, you can go

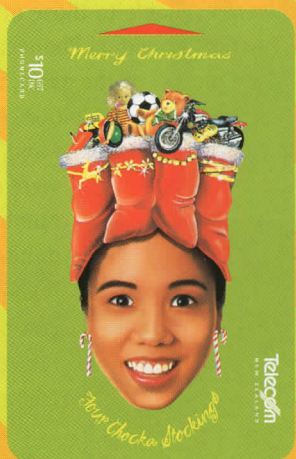
# Rad or Mad



## Experience a Kiwi Christmas.

They're rad! They're Telecom's Kiwi Christmas PhoneCard™ series - and they'll be a hit. We're releasing a very limited number of cards to retailers only ... and NO Collector Pack.

The five cards celebrate the unique colour and life of a Kiwi Christmas ... they're collector's essentials! The cards go on sale at PhoneCard™ retailers throughout New Zealand on November 15. So mark your calendar, or for purchasing details call one of the Telecom PhoneCard™ Accredited Dealers on the facing page.



Kiwi Christmas - PhoneCard™ Series

## Collect a Christmas tradition.

Be quick! Telecom's 1996 Christmas Collector Pack is out soon - and it's a winner. Called 'Twas the Night Before Christmas, there are only 2250 for New Zealand collectors and 500 for overseas distribution.

The Collector Pack is just \$NZ95, and includes four general issue cards, plus a unique short-run card. If you're a subscriber, you'll receive your ballot form soon. If you're not, get your ballot form by returning the coupon on the facing page, or by calling 0800 508 805 (within NZ) or +64 9 307 2190 (from overseas).

You can also purchase the four general issue cards from over 5000 Telecom PhoneCard™ retailers throughout New Zealand - from November 15. Just look for the 'PhoneCards Sold Here' sign.

*'Twas the Night Before Christmas*  
- PhoneCard™ series



## Get off to a flying start.

Not yet a New Zealand PhoneCard™ collector? Get a FREE Starter Kit and you'll learn the many rewards and pleasures of this fascinating hobby.

To receive a Kit, simply return the coupon or call 0800 508 805 (within NZ) or +64 9 307 2190 (from overseas). You'll join thousands of other enthusiasts in the Telecom PhoneCard™ Collector Service.

## Great holiday reading.

Now there's a comprehensive guide to the world of PhoneCards: Telephone Cards - A Collector's Handbook by Steve Hiscocks. This is a 'mini encyclopedia' (not a catalogue). It's packed with facts and figures, and gives an array of specialist tips and advice. It also lists phone companies releasing cards around the world, and provides useful books, catalogues and contacts.

To obtain your copy or for additional information simply Tel/Fax +44 1483 723559.

## Where to get your Cards – in any season.

### Telecom PhoneCard™ Accredited Dealers – New Zealand

#### Auckland

*Airways Florist.* Auckland International Airport, PO Box 73031, Auckland. Ph +64 9 275 1079 Fax +64 9 275 1543

*Event Masters.* PO Box 90 800, Auckland. Ph/Fax +64 9 489 4844

*Kiwi Phonecard International.* Queens Arcade, PO Box 105 158, Auckland. Ph/Fax +64 9 379 2628

*Pacific Coin Company Limited.* Dilworth Building, Cnr Queen & Customs St, PO Box 2741, Auckland.

Ph/Fax +64 9 379 5710

*Stamp Agency.* 10 Customs St, PO Box 106 004, Auckland. Ph/Fax +64 9 373 5576

#### Wellington

*Pacific Coin Company.* 15 Dudley St, Private Bag, Lower Hutt. Ph +64 4 569 4612, Fax +64 4 569 9722

*Thorndon Antiques & Fine China.* 109 Molesworth St, Wellington. Ph +64 4 473 0173, Fax +64 4 473 3560

#### West Coast

*Kowhai Book Centre.* 5 Weld St, Hokitika. Ph/Fax +64 3 755 8167

#### Christchurch

*Chalon Stamps.* Gloucester Arcade, 129 Gloucester St, Christchurch. Ph +64 3 365 7880

*Goldfield Collectibles.* PO Box 12115, Beckenham, Christchurch. Ph +64 3 366 3395

*Lincard Distributors Limited.* PO Box 24 199, Christchurch. Ph +64 3 389 3133

*Nathan Mercer Phonecards.* PO Box 3007, Christchurch. Ph/Fax +64 3 379 0193

*Shades Stamp Shop.* Shop 54, Shades Arcade, Cashel St, Christchurch, Ph +64 3 366 6390, Fax +64 3 374 6505

#### Southland

*A M Kilpatrick.* PO Box 588, Dunedin. Ph & Fax +64 3 454 5501

*Phonecards Southland.* 297 Dee St, PO Box 5023, Invercargill. Ph +64 3 218 6290

### YES I would like:

- to ballot for the 'Twas the Night Before Christmas Collector Pack
- a Telecom PhoneCard™ Collector Service Starter Kit

Title: Mr/Mrs/Miss/Ms/Dr

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: Work \_\_\_\_\_ Home \_\_\_\_\_

Post to: Telecom PhoneCard™ Collector Service, PO Box 3838, AUCKLAND, New Zealand.

# Dealer Issues

## The Art Collection – Pacific Coin Company

The next famous work of art to feature in the six-part Art Collection PhoneCard Series by Pacific Coin Company is the Luncheon of the Boating Party by Pierre Auguste Renoir.

Renoir was a French impressionist painter recognised as one of the greatest and most independent painters of his time. His superb 'Boating Party' painting is featured in both editions of this stunning series.

The Masters Premier Edition presents the \$50 Art Collection PhoneCard in a beautiful gold leafed frame, along with a numbered 22ct gold plated plaque. The \$50 PhoneCard is displayed in the Gallery Edition in a golden frame, which is hung in the 'miniature gallery'. Both editions are released in very low numbers of 350 and 650 respectively.



## Cats – Pacific Coin Company

A new Telecom PhoneCard product is planned to be released by Pacific Coin Company during November. The Cat collectors set will be the first \$2 packaged product to hit the New Zealand PhoneCard market. Six \$2 PhoneCards featuring adorable cats are to be produced. These are presented in a large glossy collector folder, which provides interesting information about the various breeds depicted.

Two pack styles will be available: the Cat Collectors Set and the signed Cat Collectors Set, which will be an individually numbered Certificate of Authenticity signed by cat photographer and author Graham Meadows.

Both editions will be issued with a delightful 1997 cat calendar featuring the cats on the PhoneCards and the signed edition are to be accompanied by a hard-covered book about cats.



### Classic Coca-Cola Images on Phonecards

A second set of ten Telstra \$2.00 Coca-Cola Phonecards has been issued by the Melbourne company, Universal Coin Co. for overseas promotional purposes.

As with the first set of ten Coca-Cola cards entitled "A Phonocard History of Coca-Cola" (featured in the August 1996 issue of The Australasian Phonocard Monthly), there were only 2000 printed of each card and there is an attractive folder available for them.

The images, which feature some of the best artwork Coca-Cola has produced during its long lifetime, are great and it would be a real challenge to obtain a set.

All ten Phonecards in each folder feature matching serial/prefix numbers which run from 1231 to 1240 inclusive.



### Donald Duck Part II - Event Masters

He's a lovable 'try-hard'. The first Donald Duck series, released last December, found much favour with collectors who missed out on buying the now valuable early Disney Mickey Mouse releases at original issue price.

The second in this five-pack series will be released in December this year. Donald Duck has now hung up his sports shoes and discovered girls - particularly one special sweetie called Daisy. Donald is smitten and the results are truly gorgeous. Donald Duck Part II portrays Donald's romantic side. This will be developed further with next year's issue revealing Donald as the respectable family man.

As with the first release, only 2000 Donald Duck Part II collector packs will be released by Event Masters.

To celebrate this first edition of the Australia/New Zealand Phonocard magazine, Event Masters is offering any new or current VIP Standing Order customers a free 12 month subscription to this magazine (see advertisement in this magazine).



**Bruce Buddicom –  
National Manager Telecom  
Payphones**

Welcome to the Australian New Zealand Phonecard Magazine and a new era which offers us the opportunity to develop a closer relationship between the New Zealand and Australian telephone card markets.

Readers of the former New Zealand-only publication will be accustomed to seeing my regular column and now, with the advent of this new magazine our fellow Australian collectors will also get to share in the news from the New Zealand market.

A publication which serves the phonecard collector market on both sides of the Tasman presents a number of favourable possibilities. Firstly, the new format will mean a much wider audience for New Zealand PhoneCards™, and a corresponding increase in the profile of Australian phonecards within New Zealand. At the same time, collectors in New Zealand will benefit from a more comprehensive coverage of some very exciting Australian cards.

In general, I believe closer ties with Australia will serve to increase the exposure of New Zealand collectable cards on an international basis. This can only be of benefit to New Zealand collectors when it comes time to sell or swap cards overseas. It will also assist Telecom Payphones in its efforts to enhance our profile in the world market.

As a collector, your attention is understandably focused on your collection, however it can be advantageous to develop an understanding of the payphone industry as a whole. The world of payphones is one of constant change and much of this is due to the continual advances in technology.

One recent advancement of which you should be aware is the development and increasing use of remote prepaid cards. The card can be used to make calls from payphones, normal residential and business phones and can be used in a number of countries. The card itself is a means of recording the number which identifies the caller's account and is frequently used in conjunction with a PIN number. It is possible for a caller to memorise their remote prepaid card number and enter this when making a call.

What sort of effect will remote prepaid cards have on the phonecard market in New Zealand? Already the cards have been the subject of much international debate as to whether or not they should be classified as a collectable phonecard. However, if overseas trends are anything to go by, we are likely to see remote prepaid cards becoming a sought-after collectable. In the United States particularly, the cards have a very strong following with many collectors specialising in this form of card. Already available in Australia, the remote prepaid cards should be available in New Zealand very soon, with Telecom New Zealand intending to release its cards as a promotional product later this year. This will in no way impact on the production of magnetic PhoneCards™, however, we believe collectors will seek the cards out and that the collecting will be complimentary to the magnetic cards already being produced.

A handwritten signature in blue ink, appearing to read 'Bruce Buddicom'.

BRUCE BUDDICOM

**Grant Burtenshaw**  
National Sales and Service Manager,  
Telstra Payphone Services



Telstra Phonecard is definitely one of our greatest success stories. First introduced in Australia in 1989, it has since received the highest penetration of any telecommunications product since the home telephone.

Last year, annual sales broke the \$100 million mark for the first time after five years on the market, and over 60 million cards have been sold to date.

Phonecard collecting has become one of the fastest growing hobbies in Australia, attracting both young and old audiences. Already over 19,000 people are registered with the Telstra Phonecard Collector Service and additional clubs have been formed across the country.

The success of Phonecard has been phenomenal thanks, not only to its convenience, but also to the fantastic designs produced every year. Telstra produces six to eight stunning Official Series coinciding with various celebrations, events and themes throughout the year.

These are sold individually, or beautifully packaged in Limited Edition Folders exclusive to the collector market. Our most recent folder was the successful Antarctic series in honour of one of the world's most hidden treasures, which has been very successful among collectors.

The past couple of years has also seen an acceleration in Phonecard advertising which has increased the scope for collecting.

Popular businesses and organisations such as Qantas and Smith's Chips, are taking advantage of the marketing power of "the billboard in your pocket" and collectors are benefiting from the variety.

It's true that collectors in Australia enjoy a wide range of innovative designs and creative concepts. With literally thousands of different designs already produced, there's no limit to the imagination and the way in which people may collect. Already there have been over 90 different themes identified in Australia.

The quality of our designs is also recognised and commended on an international scale. Our \$5 Phonecard featuring a cockatoo sporting five birthday candles on its crest, was judged the Best Overall Card at CARDEX '95.

This year our designs have succeeded in making the short list for each category entered in CARDEX '96, proving that our compositions cater for a much wider audience. With further recognition we plan to broaden our market and position our product on an international scale.

Back home we continue to support our collector network and involve ourselves in Phonecard fairs and exhibitions on local to national levels.

To maintain our relationship with collectors, we continually liaise with our members, Phonecard Dealers and Phonecard Clubs, sharing with them the news on upcoming releases, card codes and serial numbers. We have also established a 0055 telephone line to further assist us in keeping the market up to date on Phonecard news.

We feel it is important to have an active interest in the hobby, and support our collectors wherever possible, not only by producing fantastic designs, but in providing product information wherever possible.

Communication is the key to expanding our collector market and reaching all potential audiences. With this clearly in mind, the market should remain successful.

A handwritten signature in blue ink, appearing to read 'G. Burtenshaw'.

GRANT BURTENSRAW





# Collectables Wynnes framing

Event Masters PO Box 90 800 AMSC Auckland New Zealand Fax +64-9-489 4844

Photo Robert van de Voort





## VALUE

Welcome to the gallery  
of the 90's... presenting  
famous Disney Characters  
instead of Mona Lisa...  
using PhoneCards instead  
of canvas ... collecting is  
passion join the fun.

**EVENT MASTERS' PHONECARD SERIES**  
featuring the **MAGIC OF DISNEY**

Event Masters are Telecom Accredited PhoneCard Dealers - call 0800 105 700 for details

Official Licensed Product. For full details on the Disney PhoneCard Collection see page 11



## Christmas

October sees the release of Telstra's three card series which celebrates Christmas with a classic Australian flavour, including a kangaroo bearing gifts, Santa sitting on a glorious Australian beach and Santa's hat perched on top of the Sydney Opera House.

The three cards will be included in a Limited Edition Folder, of which 3,000 will be issued, together with a fourth (\$2) Phonocard. This \$2 card will only be available for issue with the folder.



## Welcome Home Dinner

To commemorate Australia's achievements at the Atlanta Olympics, Telstra packaged 2000 three card sets of Phonocards, of which 1250 were given to guests at the Official Welcome Home Dinner in Sydney. 750 of these packs were made available to collectors through an arm of Telstra.

The three cards, reproduced in Gold, Silver and Bronze, each list the winners and placegetters in each Olympic event where success was achieved.

## Planes & Trains

Telstra has some Phonocards with interesting themes programmed for early next year. In February, it proposes to release a set of four cards featuring prominent World War II fighter planes, whilst April will see the issue of a set of four cards which feature well known historical and tourist locomotives; the 3801 and Loco 1243 from NSW, the Puffing Billy from Victoria and the Loco A10 from Queensland.

In addition to the regular collectors of the official issues of Telstra, thematic collectors will undoubtedly be attracted to these two sets.

Watch for the next issue of the Phonocard Magazine for more information on these two sets which will be available as both loose cards and in Collector Packs.

## Welcome From Paytel Australia

PayTel Australia welcomes the advent of the new Australia New Zealand Phonocard Magazine serving the interests of collectors in both countries.

PayTel is proud to be an active supporter of phonocards for use in the many PayTel payphones operating throughout Australia. The company specialises in cellular/satellite payphones for transport and "outback" applications, with installations in all Australian states.

PayTel's phonocards feature railways, shipping and Australian flora and fauna, and are usually produced in relatively small numbers. They also feature many aspects of Tasmania in association with the Bass Strait ferry "The Spirit of Tasmania".



PayTel's latest releases feature birds and trains - a beautiful card set and limited edition Collector's Pack depicting some of the unusual birds seen in the Kakadu National Park of the Northern Territory, under the title "Bird Life of Kakadu".

- A unique set and pack designed by Country Link (State Rail Authority of New South Wales), advertising their rail services to several of the Floral Festivals held in Sydney in Spring throughout NSW.

Coming in October are two "mini sets" featuring two of Queensland's popular Traveltrains - The Kuranda Tourist Train (Cairns) and The Spirit of the Outback which travels to Longreach (the home of Queensland and Northern Territory Airways - QANTAS as we know it).

These new releases and many other items of interest to all collectors are described in PayTel's regular (free) newsletter "The PayTel Collector". PayTel's innovative Collector Club offers many benefits to collectors including special Collector Club free issues, regular monthly prizes and "frequent buyers" vouchers for redemption with PayTel or selected phonocard dealers.

In addition to their many Australian collectors, PayTel is looking forward to cementing their already strong ties with New Zealand and other overseas collectors through the pages of the new Phonocard Magazine.





## Christmas Pack

Ho, ho, ho, the season of goodwill and general shopping mayhem fast approaches. Christmas is now only weeks away.

To celebrate, the Telecom PhoneCard Collector Service will release a wonderful Christmas '96 collector pack in late October.

This collector pack features everybody's favourite Christmas figure - Santa Claus. With his red fur-lined coat, white beard, big jelly belly and merry laugh, Santa Claus brings a smile to both young and old.

Santa Claus has been with us for hundreds of years, but we have known him in many different ways - from his early days as St Nicholas, the patron saint of children, through to the jolly figure we love so much today.

Uncertain youngsters will enter Santa's den with trepidation, but with the expectation that this is the man that will deliver that long awaited gift to them on Christmas Eve.

Traditional Santa Claus images feature in this wonderful five-card collector issue. The four core cards will also be released as general issue PhoneCards, but the fifth montage card has been produced exclusively for the Christmas '96 collector pack.



## Collector Portfolio - Landmarks

Preceding the Christmas '96 collector pack will be the stunning new Collector Portfolio, featuring world renowned landmarks, which was released early October.

This collector issue is effectively a replacement for AdCard volumes and features strongly thematic PhoneCards. This first Collector Portfolio issue contains five cards featuring, arguably, the world's most famous landmarks.

The majestic Taj Mahal, the neo-gothic style of the London Tower Bridge, the Capitol in Washington DC, the imaginatively designed Sydney Opera House, and the Eiffel Tower - the symbol of Paris. You don't need to have travelled the globe to know these tributes to architectural greatness, as they are well recognised the world over and are now presented on PhoneCards.

All five cards are different, with no montage card. None of the cards will be available through any other means.

Not only are the cards contained in a beautifully presented folder, but a separate booklet with art prints of the images displayed on the PhoneCards, along with interesting statistics and details on these world-famous landmarks, are also contained.

Both collector packs are being released in plenty of time for those who wish to buy them as Christmas presents for PhoneCard collector friends or family.



## FUTURE RELEASES

Look forward to an exciting and varied series of collector releases in the first few months of 1997.

This includes the intriguing marine plant life summer general issue, the next release in the popular 'Year of ...' series - the Year of the Ox, the second Collector Portfolio release.

The following is a Media Release provided by Telstra on the 20th August 1996, confirming what has been "tipped" for some time now - Telstra's move to smartcards. It is reproduced in its entirety.

**Smartcard to become a reality for Australians**  
The success of Telstra Phonecard has led consumers to look for opportunities for wider applications. The technology to achieve this has been identified by Telstra to be Smartcard.

National Sales and Services Manager, Telstra Pay phone Services, Grant Burtenshaw said that Telstra is examining the feasibility of the existing Phonecard being replaced by disposable smartcard technology.

"The millions of Australians who are already regular Telstra Payphone users will welcome a new style payment card that can continue to deliver easy access to payphone calls, via more than 30,000 Telstra card operated payphones, plus a range of new applications", Mr Burtenshaw said.

"Last year more than 13 million Phonecards were sold and Telstra has issued more than 1 million Telecards in the market", he said.

"More than 40 per cent of Australians have used a Telstra Phonecard, and this strong customer base gives Telstra a competitive edge when it comes to rolling out a new payment card.

"Telstra also enjoys the support of the most extensive payment card distribution network in Australia with more than 17,000 retailers currently selling Telstra Phonecards.

"Customers and retailers are asking to be able to use the Telstra Phonecard for many functions including purchasing goods from vending machines, paying for parking and transport, entertainment, and fast food, and we are working closely with all group leaders in these industries as we move towards implementation.

"And with other exciting applications for Telstra's smartcard in development such as multi-media, the future of Telstra's smartcard is extremely exciting."

Mr Burtenshaw said Telstra is already the market leader in payment cards in Australia, not only through Phonecard, but also popular products such as Telecard, Telstra VISA card, Homelink and the new PhoneAway card.

"Telstra's experienced customer base and retail distribution has Telstra well placed to be the leader in the Australian smartcard industry", Mr Burtenshaw added.

The potential move towards Telstra smartcard will enable information and money to be stored on a computer chip embedded on cards. This will allow Telstra customers to use the card for a variety of retail purchases and services, including public.

Also included in each Limited Edition Folder, which will be available from the Phonecard Collector Service in October, is a fourth (\$2) Phonecard. Only 3000 folders will be issued at \$49.50 each

## ADVERTISING & PROMOTIONAL RELEASES

### Austel

The 7th Phonecard in the Austel series will be released in October, advertising telephone changes on the Queensland Sunshine Coast.

20,000 of these cards will be distributed in Queensland, with 4000 available to collectors through the Telstra Collector Service.



### Telstra Payphone Services

Telstra is releasing their own advertising phonecards in October, spreading the message that Phonecard and payphones are the best way to make a call when out and about.

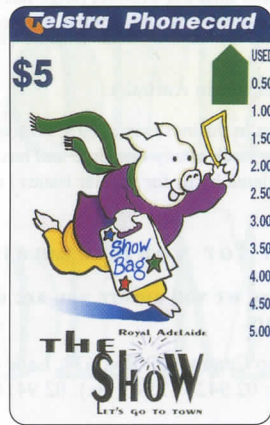
This three card series (\$5, \$10 & \$20) features campaigns that can be seen in payphone cabinets around the country.

4000 of each card will be available from October through the Telstra Phonecard Collector Service.



## Royal Adelaide Show

This \$5 Promotional Phonecard was produced to celebrate the Royal Adelaide Show. 2000 were sold exclusively at the Show, with an additional 2000 now available to collectors through Collector Services.



## Olympic Athletes

To celebrate the return of Australia's Olympic athletes, Telstra produced two special Phonecard series in late August.

The first was a three card Welcome Home Parade series (\$5, \$10 & \$20), featuring illustrations of Australia's most successful sporting events.

50,000 of each card were sold through retailers situated on or near the Welcome Home Parade routes around Australia, with 5000 individual cards now available

exclusively to collectors through Telstra's Phonecard Collector Service.

Also produced was a three card (3 x \$4) series which was packaged and given to guests attending the Official Welcome Home Dinner in Sydney.

Only 2000 packs were produced and feature bronze, silver and gold phonecards, listing the event winners of each medal. 750 of these packs are exclusively available to collectors through Telstra for \$77.00 (plus postage & handling). Orders are to be faxed to David Albert, Telstra sponsorship, (02) 9261 8272.



## Northern Lifeguard Association

Hundreds of New Zealanders are rescued from our waters every year by lifeguards belonging to the various Surf Life Saving Clubs around the country. However, these clubs cannot operate without the support of their community.

This has seen Northern Lifeguard Services organise a major fundraising campaign, which involves approximately 300,000 households, situated between Raglan in the Waikato region and Cape Reinga, being called on to make a donation for the invaluable service that lifeguards offer. Sponsored by Power New Zealand, anyone who makes a donation of \$25 or more will receive one of these PhoneCards free.

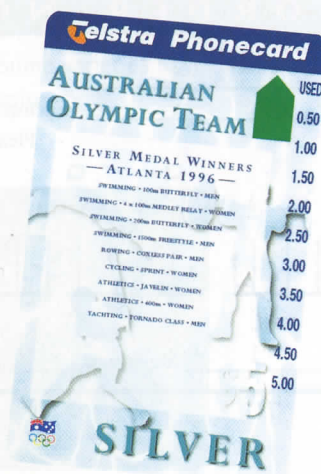
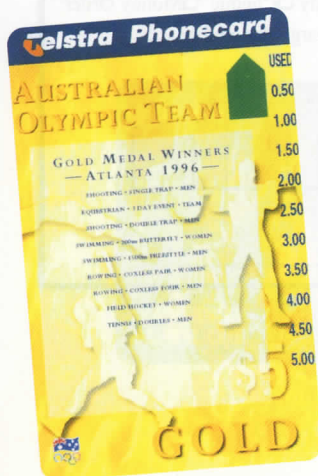


## Nestle Kit Kat

Luxurious creamy chocolate encasing crunch wafer biscuits make Nestle Kit Kats a wonderful treat. And, if you haven't tried one straight from the fridge, do, - you could be converted for life!

Kit Kat is recognised on PhoneCards around the world and on other high profile branding positions such as London Taxis. The image used for this PhoneCard is taken from an overseas advertising campaign and is visually exciting.

Only 5000 of these cards are being produced, with 600 used internally by Nestle and the other 4400 being sold through PhoneCard retailers. They will be promoted by a campaign that rolls out in December.



**COMPANY PROFILE**

**SYDNEY STAMP CENTRE**

Sydney Stamp Centre has been dealing in telephone cards since 1968. During this time our product range has included an Australian and New Zealand catalogue, illustrated albums for both New Zealand and Australian telephone cards with annual supplements and special telephone card protectors for your phone cards.

We regularly travel to Japan and have one of the largest range of topical phonecards in Australia.

Photocopies of your specific topics are available. As stamp dealers we have been in business since 1935. Once again dealing in topics with a speciality in covers and postal history. We have more than one million covers in stock at any one time and have the largest topical mailing list in Australasia for stamps and telephone cards. Over 11,000 customers are kept updated by us for regular issues / errors / proofs / stationery and their collecting needs.

**Are you on our mailing list for your thematics?**

If not you are missing out. Fill in this form and return it to us and we will ensure you are up to date with your collecting requirements.

Simply fill in the details below and return or write to: Sydney Stamp Centre, P O Box 638, Lane Cove, NSW 2066, Australia  
Telephone (Bus): 02 9231 4583; (after hours): 02 9428 1259; (fax): 02 9418 6862

I collect the following countries: \_\_\_\_\_ Stamps  Telephone Cards   
 I collect the following topics: \_\_\_\_\_ Stamps  Telephone Cards

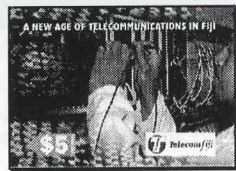
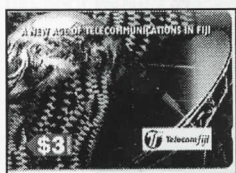
Name (given): \_\_\_\_\_ Surname: \_\_\_\_\_

Address: \_\_\_\_\_

State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Phone (Bus): ( ) \_\_\_\_\_ (Home): ( ) \_\_\_\_\_

**F I J I - LATEST PHONECARD RELEASE**



Sydney Stamp Centre has been appointed to distribute the latest very limited edition of two issues of Fiji Phonecards.

Collectors may list themselves for on-going new releases. Dealers' orders will be considered.

		AUS\$	QTY
FIJI - A NEW AGE OF TELECOMMUNICATIONS	(4) MINT	30.00	
FIJI - POSTAL INDEPENDENCE TELECOMMUNICATIONS	(2) MINT	15.00	
POST & CERTIFIED PACKING		2.50	
<b>TOTAL</b>		<b>47.50</b>	

**IT'S EASY TO ORDER NOW**

YES, I WOULD LIKE FUTURE FIJI PHONECARD ISSUES AUTOMATICALLY DELIVERED.

I collect the following countries: \_\_\_\_\_

I collect the following topics: \_\_\_\_\_

Enclosed is my  Cheque  Money Order  
Please charge my credit card:

Name (given): \_\_\_\_\_

Surname: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Phone (Bus): ( ) \_\_\_\_\_ (Home): ( ) \_\_\_\_\_

BankCard  MasterCard  Visa

--	--	--	--	--	--	--	--	--	--	--	--

Customer Number: \_\_\_\_\_

**PLEASE REMEMBER ALL ORDERS ARE COVERED BY  
GUARANTEE.**

Expiry: \_\_\_\_\_ Signature: \_\_\_\_\_

# Pictorial Cards of Malta



Malta is an isolated country in the central Mediterranean and a member of the State of the Commonwealth. It lies about 100 kilometres south of Sicily and in

1981 had a population of 341,000. Its official language is Maltese, which is influenced by Italian and English. The capital is Valletta.

The island has seen many invaders in its history. It was given to the Knights of St John by the Emperor Charles V in 1530. Independence was granted in 1964, but since that time, despite income from tourism, the economy has experienced considerable difficulties because of the decline of the naval base which had been owned by the English.

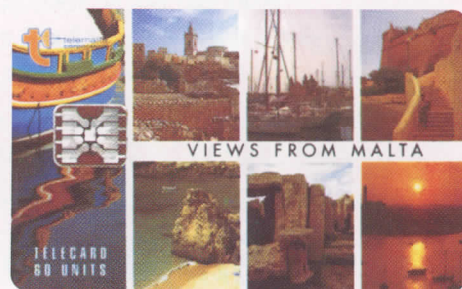
The first phonecard of Malta was launched at the 1991 Malta Trade Fair. The phonecards are of the "chip" variety, all chips being produced by Schlumberger of France. Four different chip types are found on Maltese "Telecards". These chips and all Maltese phonecards and varieties have been catalogued by Mr Goodwin Said in the Said Malta Telecards catalogue 1995.

The first definitive series was issued at staggered dates in 1991 and 1992 and each card comes in at least four different varieties depending on the chip or whether it has a matt or glossy surface. Some varieties have small issues and command high premiums.



March 1992 saw the first advertising card released for Melita Cable Television with a manufactured quantity of 10,000. In July that year, the Holiday Inn card was released with an issue of 10,500. The chip side had a montage of "Views From Malta".

These cards quickly became known as Malta Pictorials and are sought after by collectors around the world. Attractive designs, with a limited issue, from a small country with an historically colourful past make "Malta Pictorials" a fine addition to one's collection.



Christmas 1991 and 1992 saw the release of limited edition cards with a Christmas theme. A 100 unit card celebrating the 5th Games of Small States of Europe was released in May 1993 with two different chip varieties. The chip side shows the Fortified City of Mdina—Old Capital of Malta until 1565.

World Environment Day is celebrated on the next release in June 1994 with an artist's impression of a native wild bird on the chip side.

Christmas 1994 and two cards were issued, the first one with bells on it. Previously all Malta Pictorials had an issue of around 10,000. The second Christmas 1994 issue had a diversion from this policy, with only 5,000 issued. The ninth Malta Pictorial has an issue of 30,000, the theme being the Silver of Malta.

Malta Pictorials are not impossible to get hold of. The mint cards come in wrappers with a red strip and cards should not be taken out of these wrappers. Used cards are also available, however Maltese locals are aware of the international collectability of their "Pictorials" and will not part with them easily.

# WHAT'S HOT IN CARDS

## Michael Doohan

In April 1995, Limited Editions Phoncards Pty. Ltd. made available to collectors 5000 of a \$20.00 Telstra Phoncard in a Collector Pack. Although the card featured the World 500cc Motorcycle Champion, Michael Doohan, it did not sell as well as expected by the producer, partly no doubt due to the cast number and variety of Custom phoncards that were available to collectors at that time.

The result was that some 4,600 of the cards were returned to Telstra. Understandably, the demand for the remaining 300-400 folders and cards is increasing, with prices being asked for the folder now exceeding \$200.00 as against an issue price of \$59.50.

Since the card was issued in early 1995, Michael Doohan has gone on to win a further two World Championships and as such, remains firmly in the public eye. Doohan features on numerous Japanese phoncards, all of which command "top dollar" with collectors, particularly those with a thematic taste for motorcycles.

I predict that the Australian Doohan card will maintain its current value and possibly increase as demand for the folder increases.



## Valentines Day

Probably the hottest card in the New Zealand market at present is the 'Lioness' card.

Produced by Telecom in 1994 to celebrate last year's Valentines Day, the cards were all thought to have been destroyed. The card was never distributed to observe Valentines Day as it was felt the image on the PhoneCard, of two lionesses, was possibly controversial.

However, a number of the Lioness cards were accidentally mixed-up with the replacement Valentine card featuring a more traditional red rose image. During a rationalisation of stock, the red rose Valentines cards were included in a 'lucky dip' and hence some of the Lioness cards were sent to retail outlets.

Only approximately 2000 of the Lioness card were accidentally distributed before the error was realised. However, this makes them very rare indeed and very hot as New Zealand collectables.





**"The Great Easter Bunny Cover-Up"**

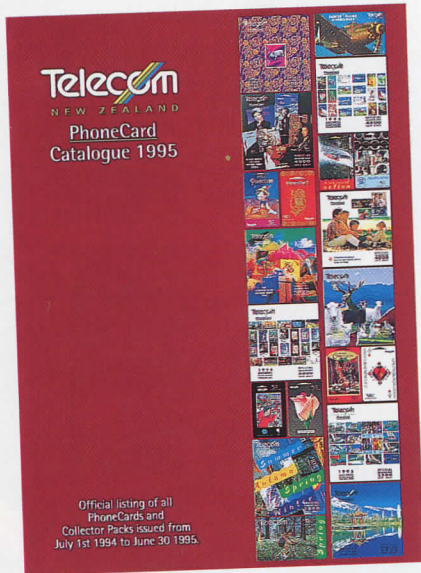
Another recent interesting find, relates to the 1993 Easter PhoneCard. This \$5 card which features a fluffy chick holds a well kept secret. These cards were once printed onto a laminated card which also depicted an Easter Bunny. A few of the Easter Bunny cards have turned up and all except one had been scratched off, leaving obvious marks on the front. One card though was in pristine mint condition and was an interesting find. We are unsure how many of these cards are in the market today, but should you be a lucky holder of one of these, we suggest you contact an accredited PhoneCard Dealer to have your investment valued. Happy hunting for the rare bunny!



A few used cards of the later issues are now becoming hard to obtain in good condition. As the popularity of collecting used cards in New Zealand continues to grow, more and more are going straight to private collections and are not reaching the secondary market. Also, the number of overseas collectors who either trade or buy New Zealand cards is growing.

A good example of a hard to obtain, used PhoneCard is the Maori Legends Part II \$20 card. As this is the fourth card to complete the picture and only 40,000 cards were produced, it shows great potential to increase in value. Other scarce cards in used condition seem to be the \$20 Sea Lion from the Sea Mammals Series, the \$50 Amazing Aotearoa - Tourists snap these up and take them offshore as mementoes. The \$5 Birds Series II is also scarce as only 24,000 of each were produced.

So pick these up while you can, as they all look towards good investments for the future.



# TELECOM PHONECARD CATALOGUE 1995

## ORDER FORM

Name (Mr/Mrs/Miss/Ms) \_\_\_\_\_

Postal Address \_\_\_\_\_

Telephone Private ( ) \_\_\_\_\_

Business ( ) \_\_\_\_\_

YES - Please send me \_\_\_ copies of the "Telecom PhoneCard Catalogue" @ \$19.95 each (including GST). Postage and packaging \$4.00 per catalogue. Please make all cheques payable to "Telecom PhoneCard Collector Service".

Payment by credit card - Visa/Mastercard (Please circle one)

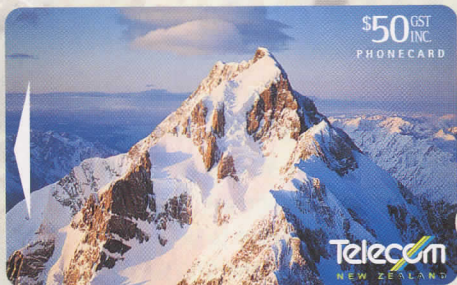
Expiry Date .....

Cardholder Name .....

Cardholders Signature .....

**PLEASE RETURN COMPLETE FORM BY FAX 0-9-309 6191 OR POST TO:**  
**TELECOM PHONECARD CATALOGUE,**  
**PO BOX 2590, AUCKLAND.**

# MOST WANTED



**Aotearoa PhoneCards**  
Tourists are one of the biggest users of PhoneCards in New Zealand. Hence, many New Zealand

PhoneCards are designed with this market in mind. One of the most popular has been the recently released Amazing Aotearoa series.

Sporting picture postcard images of Pohutu Geyser (\$5), Queenstown (\$5), Lake Matheson (\$5), winter snowfall in the South Island (\$5), the Far North sand dunes (\$10), Cook River estuary (\$10), Milford Sound (\$20) and Mt Cook (\$50) they make a very picturesque set.

This is a special general issue series, in that the cards are being sold primarily through tourism related outlets rather than being distributed widely through all Telecom PhoneCard retailers, with retailers in particular areas being offered cards featuring scenes of their own area. This means North Island scenes are harder to obtain in the South Island and vice versa.

This combined with the fact that many tourists use a card then retain it as a memento of their New Zealand visit makes used cards very difficult to obtain with many collectors on waiting lists to buy these cards.

The \$50 Mt Cook card in the Amazing Aotearoa series is the most wanted. With only 20,000 of this card produced, it is very difficult to obtain good, used examples. In fact, such is the demand for this card, it is currently fetching \$25. Perhaps collectors could try to pick up mint copies of the card, use them to make calls and still end up with a very good card, with their phone calls effectively half price.



## ANF Phonecard

The Australian Newsagents Federation had Telstra print 1000 of a \$2.00 card for their National Convention and Expo which was held in Brisbane in July this year. Approximately 550 of the cards were given to those attending the convention (placed in their information satchels) while a further 400 or so were available at the Expo. (Rumours of 4000+ cards being printed are unfounded).

It has taken some time for information on this phonecard to surface but there is now a "mad scramble" to try and obtain it with prices being asked around \$200 each. As many of these cards were given to people with no interest, or in fact knowledge of phonecard collecting, they will often still be in their satchels, used, put away etc, and as such the number available to collectors, particularly in a mint condition, will be quite small.

Definitely a card to obtain now if possible, as evidenced by dealer "buying" adverts. Again, a card which should hold its current value due to the circumstances of its release.

# To see the world with Telecom, book now!

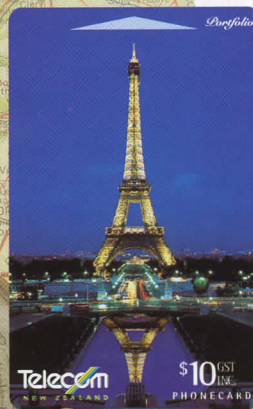
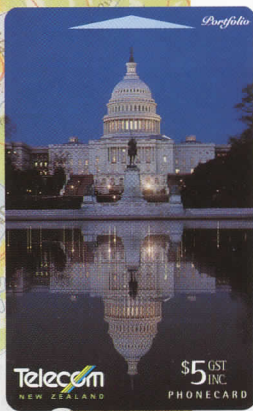
Enter an exciting new world with Telecom's PhoneCard™ Portfolio Series.

Exclusive to Telecom New Zealand, the World Landmarks Collector Series Pack pays tribute to architectural wonders around the world, among them, such greats as the Taj Mahal, Eiffel Tower and Sydney Opera House.

Beautifully packaged, each Portfolio Collector Pack contains five PhoneCard's, three \$5, one \$10 and one \$20 PhoneCard, together with a colourful booklet containing the history of each monument and a quality art print.

The inaugural release in an innovative new collector series, each PhoneCard in the World Landmarks Collector Series has been produced exclusively for the Portfolio Series and will not be sold separately to the general public through Telecom PhoneCard retailers. Availability will be strictly limited with 1500 Collector Packs released in New Zealand and 250 to overseas collectors.

At a cost of only \$99 this is an opportunity not to be missed. To see the sights with the World Landmarks Portfolio Collector Series complete the coupon below to secure your pack or call 0800 508 805 for more information NOW!



Please send me my Portfolio Collector Series Pack (only one per person) at a cost of \$99 incl. GST

Name: \_\_\_\_\_

Expires: \_\_\_\_\_

Address: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Phone: \_\_\_\_\_

Signature: \_\_\_\_\_

Credit Card Type: \_\_\_\_\_

Please send me more information about PhoneCard collecting.

Send to: Telecom PhoneCard Collector Service, Freepost No. 4083, PO Box 3838, Auckland A/NZPM  
This offer is subject to availability.

Telecom PhoneCard™ Collector Service

**Telecom**  
NEW ZEALAND

# CHRISTMAS Thematics



Among the many different popular collecting themes that have emerged, the 'Christmas' theme is proving one of the fastest growing.

Telecoms around the world, after a slow start, now seem to be putting more emphasis on their Christmas issues with designs full of colour and great graphics.

Cardphone usage climbs over the festive period in many countries, which means higher production runs of Christmas cards. This gives the Christmas theme collector a somewhat easier chance of obtaining cards at a reasonable price.

Images of Santa mixed with the ever popular Coke theme have given Christmas cards an even higher profile. Christmas cards from the United States and Australia featuring both themes are very sought after and, although usually produced in limited runs, are fairly easy to obtain and moderately priced.

Following is a brief overview of a few of the hundreds of Christmas cards that have been issued around the world.

## Japan

Christmas PhoneCards have been produced in Japan since the mid-eighties and are very popular with collectors. Hundreds of designs are available and most can be picked up at reasonable prices.

Cartoon images of Santa going about his duties seem to be the favourite design, although cats, children and typical Christmas scenes are all featured among the many cards that NTT (Nippon Telegraph and Telephone Corporation) has produced.

## Great Britain

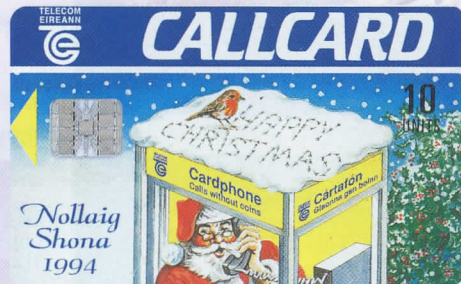
British Telecom produced one of the first Christmas cards outside of Japan in 1987 (issue 100,000). It has followed up with several other Christmas general issues, which have all been produced in fairly large numbers making most, easy to obtain. Somewhat harder to procure are several private and internal issues that have small print runs.



## Ireland

In 1992 Ireland released its first Christmas PhoneCard (issue 150,000). It was issued with a card and envelope to promote the fact that the card could be given as a present. Was this the first Christmas GiftCard?

Telecom Eireann has produced very attractive single card issues for Christmas every year since.



## Holland

The Dutch Telecom, ptt, produced its first Christmas set in 1991. It comprised four cards. Of these, three were general issue cards with production runs of between 10,500 and 90,000. The fourth, a four unit card (20,000), was made available to collectors in a presentation pack and also given away as a complimentary gift.

The 1992 and 1993 issues were again three general issue cards with a fourth 'gratis' card. These two issues were a successful attempt to inject some humour into the season's festivities.

There are also a few private advertising cards with the Christmas theme, but with runs as low as 1000 they can be hard to acquire.

## Eastern Europe

Countries such as Hungary, Croatia, Bulgaria and the Czech Republic are in general producing top-class, attractive designs on their PhoneCards. This has carried over in the issuing of their Christmas cards, with several very appealing issues seen to date.

## Scandinavia

The Scandinavian countries have also entered into the spirit of Christmas. Norway, Denmark and Finland have all produced attractive PhoneCards.



Norway featured Christmas elves on last year's issue (150,000), while the Swedish card of 1993 (150,000) showed Santa and his beloved reindeer soaring through the sky above Stockholm.

### Singapore

Singapore Telecom issued its first Christmas PhoneCard in 1990 - a delightful set of four cards showing Santa on his travels. With over 400,000 of three of the cards (2 x \$10, 1 x \$20) and 100,000 of the \$5 card produced, it is one of the easier sets to obtain.



### United States

Most of the major card issuers in the United States have released Christmas PhoneCards. These tend to be single issues, but some companies have issued sets, such as the AT&T set of six (1992), the Century Communications set of eight designs (1994) and Sprint's Christmas Trial 10-card set from 1993.

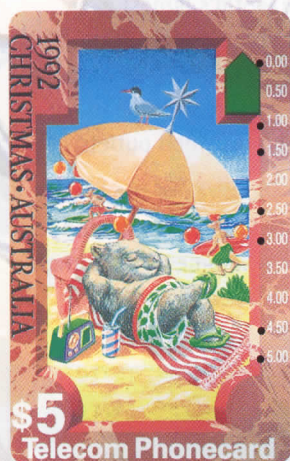
With most issues for remote access cards, print runs can be smaller than usual and cards more difficult to obtain.

### Australia

It's Christmas 'Down Under' and not a snowman or robin in sight.

The first Christmas PhoneCards from Australia were issued in 1992. Three cards were produced depicting summer scenes, using Australian native wildlife. A \$5 card (500,000) and \$10 card (300,000) went on general sale with a special \$1.50 card (10,000) sent out free to mail order clients.

The following year, two further Christmas cards were produced. The \$5 card (600,000) featured the Outback and the \$10 card (300,000) an urban scene.



The 1994 Christmas release incorporated the United Nations 'Year of the Family' celebration. These were available in a commercial greeting card for sale through retail outlets.

December 1995 saw the issue of two three-card sets with a \$5, \$10 and \$20 card in each. One of these sets was also sold in greeting card form.



### New Zealand

New Zealand's first set of Christmas PhoneCards was produced in 1990. It consisted of five cards - 3 x \$5 cards (150,000 each), a \$10 card (60,000) and a \$20 card (40,000).

The designs were selected from hundreds of entries entered in a competition run among Auckland primary schools.

A free greetings card was made available for a limited time with every purchase, but this was not considered a GiftCard set.

The 1991 edition was a four-card issue with two \$5 cards (100,000 each), a \$10 card (50,000) and a \$20 card (30,000). The designs are mirror imaged in bright, vibrant colours.

Last year saw the next Christmas issue. It was a four-card set with two \$5 cards (110,000 each), a \$10 card (60,000) and a \$20 card (45,000). A short run \$5 card (3750) was also produced, which was only available in the collector's pack.

This year's Christmas issue promises to be the most popular yet, with four great general issue cards and, once again, a short run card for the collector packs.

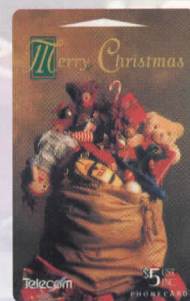
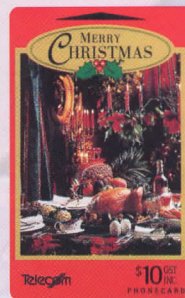
New Zealand has released other Christmas related issues. Two limited-edition single cards were issued by Telecom NZ in 1993. These featured SPOT the dog and were distributed to staff and clients to thank them for their year's effort and support.

A set of three GiftCards was also produced (2 x \$5 and \$10 cards) in 1994 and sold for a small premium through Whitcoulls' nationwide outlets. The \$5 cards showed a Christmas tree and a Santa sack full of gifts. The \$10 card depicts the traditional Christmas dinner table.

In 1994, the ANZ Bank presented its staff with a \$10 card, depicting a Christmas beach scene with 'cartoon' Kiwis doing what New Zealanders enjoy best at Christmas - barbecuing at the beach.

Meanwhile around the globe, Christmas collectors will be getting ready for this year's issues from around the world.

Article compiled by Glen Wilson, Kiwi Phonecard Shop, Auckland, NZ





## 1. Gold Coast Trial

The VISA Cash Gold Coast trial continues to provide the banks, service providers and Visa International with an assessment of the technical and consumer expectations of stored value cards.

The \$5 card has been discontinued and stocks have been used up at most banks. Coca Cola vending machines in some shopping centres are now taking VISA Cash as a payment mechanism. The number of service providers continues to grow as VISA Cash gains a greater acceptance during the trial.

The Warner Brothers theme parks continue to sell the 5 different designs of \$20 cards available, and these are now well accepted as a payment mechanism.

## 2. VISA Cash Usage in Atlanta

In addition to the Olympic venues, VISA Cash is accepted at more than 1500 merchant locations around metropolitan Atlanta, including fast food outlets, convenience stores, gas stations and movie theatres.

The more than 4200 terminals deployed around the metropolitan area represent the world's largest ever introduction of chip-card acceptance devices. This number includes not only standard point-of-sale devices, but also specially designed and powered terminals for subway turnstiles, payphones and fast food outlets.

During the month of July, VISA and three of the largest banks in the South-Eastern United States conducted almost 100,000 transactions for a volume of more than \$372,000 for consumers using VISA cash.

For further information on VISA Cash products, please contact VISA Cash Collector Services on (02) 9923 1422 or write to P.O. Box 1546, North Sydney, NSW 2060.

### 3. Coca Cola VISA Cash Cards

Coca Cola and Westpac Banking Corporation released 200 \$20 VISA Cash cards at the Cards Australia '96 Conference held in Sydney in late August 1996.

The cards, inserted in a VISA Cash Souvenir Issue folder were given away to the delegates of the Conference to commemorate the world's first implementation of VISA Cash in a Coca Cola vending machine.

These cards are not available through VISA Cash Collector Services.

### 4. APEC VISA Cash Cards

The second Asia Pacific Economic Community (APEC) meeting on the telecommunications and information industry was held on the Gold Coast during September 1996.

A complimentary folder containing a \$20 Commonwealth Bank VISA Cash card was given away to delegates of the Conference. A total of 400 cards and folders were produced.

The Asia Pacific Smart Card Forum was advised that the Asia Pacific market is the growth opportunity for smart card technology, with the volume of smart cards expected to grow from a current 8% world market share to 30% by the year 2000.

These cards are not available from VISA Cash Collector Services.

### 5. Gold Coast Theme Park Limited Editions

Warner Brothers and VISA Cash Collector Services are launching a Limited Edition series containing the five \$20 ANZ VISA Cash Cards. The five card designs are

Movie World, Batman, Lethal Weapon, Sea World and Wet 'n' Wild.

A total quantity of 1000 sets will be produced and will be sold through Movie World and Sea World on the Gold Coast, and VISA Cash Collector Services. The selling price of these Limited Edition sets is \$170.00 and will be available from the first week in October 1996.

### 6. VISA Viewer

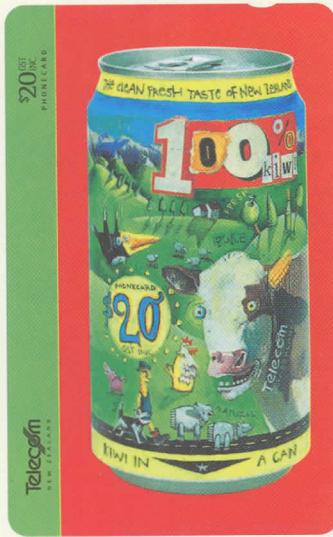
The VISA Viewer is a small, personal device that provides consumers with portable access to information stored on a chip card. The matchbox-size or card-size chip card readers displays the cash balance of VISA Cash stored value cards - both disposable and reloadable.

The VISA Viewer is compatible with all chip services for which VISA standards have been created.

These were available at the end of September this year, and retail for \$25.00.



# Kiwis Can Fly



New Zealand's reputation for innovative PhoneCard™ design has once again been honoured with news of the success of 'KiwiCan 1996' at this year's CardEx Awards.

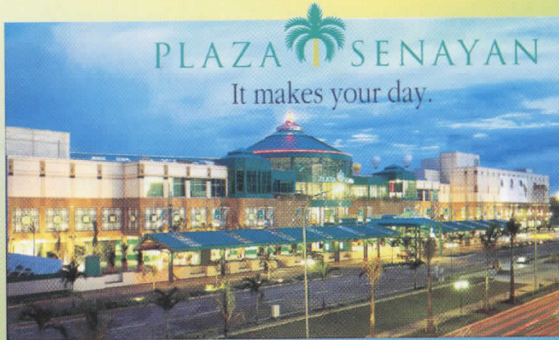
The KiwiCan \$20 General Issue PhoneCard beat competition from around the world to take the supreme award at the event in Maastricht, Holland, by representatives from Telecom Payphone and the Telecom PhoneCard Collector Service.

The \$20 KiwiCan image - "A Real Dag" - was judged as the Best Overall Card and also received a Certificate of Merit in the Best Card Series category. A collaboration by Wellington artist Sarah Farman and advertising agency, Saatchi and Saatchi, the general issue design has been a success within New Zealand as well, outselling any other card series in its first day of release.



## INDO-PHONECARDS '96

EXHIBITION - BUYING & SELLING  
PLAZA SENAYAN - JAKARTA - INDONESIA  
NOVEMBER 22-24, 1996



### DON'T MISS IT

*The tradition continues, INDOPHONECARDS' 96 the International telephone cards exhibition to be held at the new and most prominent shopping center in the region, PLAZA SENAYAN, JAKARTA, INDONESIA, is a guarantee that much more visitors will come*

Organized by PTI, co-organized by M'KITRA, Supported by TELKOM INDONESIA

For more information, please contact the secretariat :  
Jusuf Kadir, Chairman  
Wijaya Graha Puri Blok G-8  
Jl. Wijaya II - Jakarta 12160  
INDONESIA  
Telp : 62.21.720 1381, Fax : 62.21. 724 7464

*Companies Who Have Previously Exhibited Indophonecard Include  
ACMI - TELE DANMARK - TELCOM NEW ZEALAND - TELSTRA -  
CARD PHONE AUSTRALIA - TELKOM INDONESIA - The GREAT AUSSIE CARDS  
- HICKLEY'S - JOHN ECCLES - The AUSTRALASIAN PHONECARD MONTHLY -  
ATTCO Pte Ltd. - U.S. TELECARD SERVICE, CONQUEST COMMUNICATION, etc.*

## Gabriele's Phonocard Service

A Division of Gabriele's Philatelic Service Pty Ltd  
Suite 616, 6th Floor, St James Trust Building 160 Castlereagh  
Street, Sydney, NSW, 2000  
Phone or fax (02) 9283 1311



Just send a stamped self addressed long envelope for the FREE White Tiger phonocard (as illustrated), or \$2 face in NZ stamps for postage. We will send the card together with a copy of our latest price list for phonecards from Australia and several other countries, again free...

Please fill out the coupon below to receive your free phonocard and catalogue... (limit of one card per family)

Name: .....

Address: .....

City: ..... Code: ..... Country: .....

**WE CURRENTLY HAVE A FEW SPACES TO FILL IN BOTH MINT AND USED PHONECARDS. HAVE YOU GOT ANYTHING FOR SALE?**



# SYDNEY'S BIG COLLECTOR WEEKEND

SATURDAY 9th November 1996 - 10.00 am to 5.00pm

# AUSTRALIAN INTERNATIONAL BANKNOTE FAIR '96

Featuring Australia's Leading Banknote Dealers with LARGE Stocks of  
Australian and World Banknotes for SALE  
BUYING - Dealers are Very Keen to Buy Banknotes

**PHONECARDS ARE ALSO BEING FEATURED AT THE BANKNOTE FAIR**  
Banknote and Phonecard Dealers will have excellent stocks of  
Australian and World Phonecards FOR SALE

SUNDAY 10th November 1996 - 10.00 am to 5.00 am

# AUSTRALIAN INTERNATIONAL PHONECARD FAIR '96

Featuring Australia's and NZ's leading Phonecard dealers with LARGE stocks of  
Australian and World Phonecards FOR SALE  
TELSTRA: Retail Sales and Archival Exhibition

**ADMISSION: Each Day - Adults \$2, Children under twelve FREE**  
Reserve these Dates - Bring the Family  
DON'T MISS IT

**ALL SEASONS PREMIER  
MENZIES HOTEL**

**Exhibition Room, Lower Ground Floor,  
14 Carrington Street, Sydney**

For further information phone: (02) 9913 3036



# THE WHITE HOUSE HAS EXPLODED



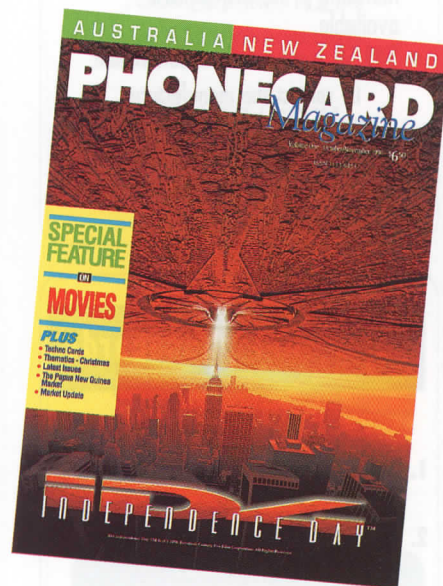
**SUBSCRIBE NOW FOR ONE YEAR AND RECEIVE THESE TWO PHONECARDS ABSOLUTELY FREE!**

*Just fill in the form below and mail today!*



## ORDER FORM

COMPLETE THE FORM TODAY! AND MAIL TO:  
Australia/New Zealand Phonecard Magazine,  
PO Box 2590, Auckland, New Zealand.



I enclose payment of \$38.00 for 6 issues.

Bi-monthly 6 issues per year.

Asia, UK, USA & Europe - \$NZ70.00

Please make cheques payable to  
Australia/New Zealand Phonecard Magazine  
or you may pay by Visa/Bankcard

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Cardholders Name \_\_\_\_\_

Signature \_\_\_\_\_ Exp Date \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

TELEPHONE \_\_\_\_\_

## PHONECARDS SOUTHLAND

We specialise in single cards mint and used  
Earlier Issues Available

**WE DO NOT CHARGE POSTAGE**

### CONTACT PETER KETT

PHONECARDS SOUTHLAND  
AVENAL DAIRY & LOTTO

297 DEE STREET INVERCARGILL

**PHONE (03) 218 6290**  
**MOBILE (025) 377 420**

## AM KILPATRICK PHONECARD SPECIALISTS

PO Box 588,  
Dunedin, New Zealand

Write, phone or fax for our free pricelist covering New Zealand, Pacific and USA phonecards.

**Phone/Fax:**  
**(03) 454 5501**

Free Courier Delivery in NZ • Free overseas Airmail Service • Toll free Hotline 0800 105 700 for 24 hrs service • All major credit cards accepted including Amex & Diners

**Event Masters** Ltd, PO Box 90 800  
AMSC Auckland, New Zealand  
Fax +64 9 489-4844 Telecom Accredited PhoneCard Dealer

## TELEPHONE CARD ALBUM

- Imported archival quality pages, free of chemical softeners
- Clear pages with 8 pockets.
- Black background pages, double sided, with 16 pockets
- Interleaving between each page.
- Special page to fit Telecom Collector Packs.
- Matching protective slipcase available.
- \$49.50 from retailers nationwide.

Or contact the manufacturer:

PHILATELIC DISTRIBUTORS LTD.  
P.O. BOX 863, NEW PLYMOUTH  
Ph: 06 758 6568 Fax: 06 758 6568

FREE brochure available!

## NATIONWIDE PHONECARD DEALERS

Member of the New Zealand  
Phonecard Dealers Association

- NZ cards, mint.
- Australian Ltd edition packs
- NZ collectors packs and folders.
- Thematics.
- Most earlier issues available.
- Global Telecom systems NZ Ltd telephone cards at issued prices.
- National Payphones Paycell Ltd telephone cards at issue prices.
- All Phonecards at best prices.

For a full price list and colour brochure write or phone:

**NATIONWIDE PHONECARD DEALERS**  
PO Box 67 Belfast, Christchurch 8005  
or Phone 025 354 272  
or Phone/Fax 03 385 9191 anytime.

## KOWHAI PHONECARDS

John and Liz White  
49 Tancred St. Hokitika  
Westland, NZ.  
Phone/Fax 03 755 8167  
AH 755 6240

We specialise in all mint and used New Zealand singles, folders and packs.

All at competitive prices. When visiting Hokitika call in to our large bookcentre to view the range of phonecards or write to PO Box 279 for our catalogue price list.



## paramount phonecards

IAN RUSSELL

1. Coca-Cola Classics - set 10 Collector Pack.
2. Coca-Cola History - set 10 Collector Pack.
3. PNG Hong Kong Show - card in folder A\$15.
4. South Africa "Big Five" Collector Pack Special A\$295.

Foundation Member A.P.D.A  
PO Box A1219, Sydney South NZW,  
2000, Australia.  
Tel (02) 9451 4011 Fax (02) 9452 1791

## KIWI PHONECARD INTERNATIONAL

- New Zealand Cards
- Foreign Cards
- Packs, Folders, Loose, etc.
- Thematics
- Phonecard Accessories

COME IN FOR A  
COMPLIMENTARY COFFEE

### KIWI PHONECARD INTERNATIONAL

First Floor, Queens Arcade  
34 Queen St, PO Box 20322  
Glen Eden, Auckland, New Zealand  
Ph/Fax: (09) 379 2628



## LINCARD DISTRIBUTORS LTD

P.O.Box 24-199  
Christchurch, New Zealand



New issues, exchanges for foreign cards, deals done

Free price list available

**SPECIAL CIPEX OFFERS**

**THORNDON  
ANTIQUES  
& COLLECTABLES**

Box 12-076, Wellington  
Fax: (04) 473 3560  
Phone: (04) 473 0173

***The Best Stock!  
The Best Service!  
The Best Prices!***

Free price list on request.

**SHADES STAMP SHOP LTD**

54 SHADES ARCADE, CASHEL ST,  
CHRISTCHURCH, NEW ZEALAND.  
PHONE: (03) 366 6390, FAX: (03) 374 6001  
PROPRIETOR: STEVEN McLACHLAN

MEMBER OF THE  
NEW ZEALAND PHONECARD  
DEALERS ASSOCIATION

We deal in mint and used phonecards of  
New Zealand and overseas.

New Zealand Phonecard  
price-list published monthly.  
(Copy available free on request)

Best stocks in New Zealand of used  
New Zealand Phonecards.

*All major Credit Cards accepted*

E-mail address: s\_mclachlan@mactropolis.co.nz

**ARE YOU ON OUR  
PHONECARD POSTAL  
SALES MAILING LIST?**

*Regular postal  
auctions held*

*New Zealand and  
foreign cards.*

**Stirling & Co Ltd**  
209 Manchester Street  
Christchurch New Zealand  
Phone/Fax 03 366 4924

**PHONECARDS  
SOUTHLAND**

We specialise in single  
cards mint and used  
Earlier Issues Available

**WE DO NOT  
CHARGE POSTAGE**

**CONTACT PETER KETT**  
PHONECARDS SOUTHLAND  
AVENAL DAIRY & LOTTO

297 DEE STREET INVERCARGILL

**PHONE (03) 218 6290  
MOBILE (025) 377 420**

**LINCARD  
DISTRIBUTORS  
LTD**

P.O.Box 24-199  
Christchurch, New Zealand



**New issues, exchanges for  
foreign cards, deals done**

**Free price list available  
SPECIAL CIPEX OFFERS**

**AM KILPATRICK  
PHONECARD SPECIALISTS**

PO Box 588,  
Dunedin, New Zealand

Write, phone or fax for our  
free pricelist covering  
New Zealand, Pacific  
and USA phonecards.

**Phone/Fax:  
(03) 454 5501**

**TELEPHONE CARD  
ALBUM**

- Imported archival quality pages,  
free of chemical softeners
- Clear pages with 8 pockets.
- Black background pages, double  
sided, with 16 pockets
- Interleaving between each page.
- Special page to fit Telecom Collector  
Packs.
- Matching protective slipcase  
available.
- \$49.50 from retailers nationwide.

Or contact the manufacturer:  
PHILATELIC DISTRIBUTORS LTD.  
P.O.BOX 863, NEW PLYMOUTH  
Ph: 06 758 6568 Fax: 06 758 6568

*FREE brochure available!*

**NATIONWIDE  
PHONECARD DEALERS**

*Member of the New Zealand  
Phonecard Dealers Association*

- NZ cards, mint.
- Australian Ltd edition packs  
NZ collectors packs and folders.
- Thematics.
- Most earlier issues available.
- Global Telecom systems NZ Ltd  
telephone cards at issued prices.
- National Payphones Paycell Ltd  
telephone cards at issue prices.
- All Phonecards at best prices.

*For a full price list and colour  
brochure write or phone:*

**NATIONWIDE PHONECARD DEALERS**  
PO Box 67 Belfast, Christchurch 8005  
or Phone 025 354 272  
or Phone/Fax 03 385 9191 anytime.

**KIWI PHONECARD  
INTERNATIONAL**

- New Zealand Cards
- Foreign Cards
- Packs, Folders, Loose, etc.
- Thematics
- Phonecard Accessories

**COME IN FOR A  
COMPLIMENTARY COFFEE**

**KIWI PHONECARD INTERNATIONAL**  
First Floor, Queens Arcade  
34 Queen St, PO Box 20322  
Glen Eden, Auckland, New Zealand  
Ph/Fax: (09) 379 2628



MOST AUSTRALIAN VISA CASH CARDS  
ARE AVAILABLE. DEALER ENQUIRIES ALSO WELCOME.

## NEW MAGAZINE SPECIALS

ONE HOLE AUSTRALIAN PHONECARDS BY PREFIX

#327, #373, #635, #713, #808, #1158	\$1.00 each
#153, #200, #884, #886, #1037, #1050	\$2.00 each
#71, #72, #637, #753, #807, #1040	\$3.00 each
#388, #389, #390, #391, #590	\$4.00 each

Multi Hole Cards **Half** Those Prices

**HEY KIWIS!**

**AUSSIE PHONECARD STARTER COLLECTION**  
**45 DIFFERENT USED ONLY \$35.00**

Purchase a Sheepskin Warehouse Pack for \$20.00 and receive a "Sheepskin Warehouse" Complimentary \$2 Beach Scene Phonecard

**PURCHASES OVER \$150 RECEIVE 1 FREE MINT SHEEPSKIN WAREHOUSE CUSTOM CARD**

Add \$3 Per Order For Pack/Post or Visit Our Shop

## SHEEPSKIN WAREHOUSE

301 Brunswick Street, Fortitude Valley, QLD, 4006 Australia

Ph/Fax: (07) 3252 2903 10am - 6.30pm 7 days

PRICES IN AUSTRALIAN \$ - CREDIT CARDS WELCOME

# WESTLAND PHONECARDS

**TRY THE BEST  
IN THE WEST**

- TELSTRA PACKS & MINT CARDS
- TELSTRA CUSTOM ISSUES
- TELSTRA USED
- TELSTRA PREFIX NUMBERS
- VISA CASH AUSTRALIAN CARDS

**LATEST PRICELIST  
OUT NOW**

PO BOX 94, KELMSCOTT,  
WA 6111, AUSTRALIA  
Phone (09) 496 1413 Fax: (09) 496 1550

## PHONECARD ALBUM

*Phonecard collecting is the hottest new collectable on the market, and Lighthouse albums will house these attractive communications cards safely and clearly.*



The most popular and prestigious binder with 20x clear view 8x pocket Phonecard album currently available on the Australian market for all types of phonecards. Imported from Germany, this quality album has a deluxe look alike leather softeners providing absolute trouble free, long term storage. The binder has provision for approximately 20x additional pages.

For a FREE Sample send name & address	ALBUM COMPLETE WITH 20 PAGES (colours: red, blue, black, green, brown) .....	\$39.95
	OPTIONAL MATCHING SLIP CASE .....	\$22.50
	ADDITIONAL CLEAR PAGES (pack of 10) .....	\$10.50
	ALTERNATE BLACK DOUBLE SIDED PAGES, HOLDING 16x CARDS (pack of 10) .....	\$12.50

POSTAGE \$6.50

AVAILABLE FROM ALL GOOD STAMP, COIN AND PHONECARD DEALERS, OR DIRECT FROM AGENTS

**Lighthouse**

Suppliers of Philatelic & Numismatic Accessories & Publications - Australian Agents for: Leuchtturm, Stanley Gibbons, Seaby, Rennik

10 Bartley Street, Chippendale NSW 2008  
PO Box 763, Strawberry Hills NSW 2012  
Tel: (02) 698 5388 - Fax: (02) 698 5042  
International Fax: 612 698 5042



WORLDWIDE TELECARD  
PO BOX 9094, WELLINGTON,  
NEW ZEALAND

Ph/Fax: 64 4 387 2115

Fax: 64 4 387 2969

E-mail: 9094886983.nzpost.co.nz

- Prices in NZ\$ (NZ\$1 = US\$0.69 = Aus \$0.89)
- All major credit cards accepted + postage
- Your surplus MINT NZ PHONECARDS are acceptable as payment at 70% from face value

<u>AUSTRALIA '96:</u>	Hong Kong Fair folder, 2v	\$35
	Geelong Trial Pack	\$85
	South Australia Pack	\$175
	Queensland Pack	\$105
	Victoria Pack	\$100
	ACT Pack	\$89
<u>ALASKA:</u>	'93 National Park, 6v	\$485
<u>BELGIUM:</u>	Elvis Presley (1000 ex)	\$65
<u>CANADA:</u>	'93 Indian Art, 5v	\$170
<u>Fiji:</u>	'92 1st Scenic Pack, 5v	\$145
<u>HOLLAND:</u>	McDonald/Marilyn Monroe (1000 ex)	\$35
<u>HONG KONG:</u>	Toy Story, 2v in folder	\$65
	Kodak Christmas '95 Disney, 2v	\$55
	1st Disney in Bookfolder, 4v	\$180
<u>NEW ZEALAND:</u>	'89 Christchurch Trial, 5v	\$2200
	'90 Commonwealth Games, 5v	\$450
	Complete Disney 18 diff - Used \$160 - Mint \$200	

### VISA CASH CARDS

NZ\$20 BNZ Pre Pilot (800 ex)	\$325
\$5 WESTPAC Pre Pilot (1500 ex)	\$60
\$20 WESTPAC Pre Pilot (1000 ex)	\$120
AU \$20 Themes Park, 5v in folder (1000 ex)	\$225
\$20 Movie World, 5v	Used \$55
AU \$5/\$20/\$50 1st Generic, 3v	Used \$55

### BULK USED WORLD PHONECARDS PER 30 PCS =

\$40  
NZ, Australia, France, GB, Korea, Portugal, Venezuela, Italy, Denmark, Holland, Belgium, Greece, Argentina.

For pricelist send S.A.E and state interests. Lots of themes in stock:  
Marilyn Monroe, Movies, Disney, Coke, Airlines, Airship, Trains, Ship, Xmas, Clock, Watch, Swimsuit, Erotique, Horse, Scout, Cricket, Music, Olympic, Formula One, Famous People, Tennis, Golf, Stamps, Coins, Sumo Wrestling, Tiger, Panda, Koala, Monkey, Cats, Dogs, Divers & much more.

# WHAT'S COMING UP

## Our Regular Columns...

Thematics

Dealer Issues

Latest Card Releases

Christmas Releases

Market Update

All the latest news from  
New Zealand, Australia  
and around the world



## STAMP & COIN DEALERS ASSOCIATION OF AUSTRALASIA (Inc.)

ESTABLISHED IN 1970

**YOU CAN DEAL CONFIDENTLY WITH DEALERS DISPLAYING THE STAMP AND COIN DEALERS ASSOCIATION OF AUSTRALASIA INC. LOGO AS THEY ARE BOUND BY OUR CODE OF PRACTICE.**

CANBERRA NUMISCO	33 Isa Street	Fyshwick	2609	(062) 86 3931
CURRENCY COLLECABLES	Shop 3a, 17 Manning St.	Taree	2430	(065) 51 3512
D & L STAMPS & COINS	Shop 5, 2-12 Macquarie St.	Parramatta	2150	(02) 9687 2372
EDLINS of CANBERRA	Shop 12, Garema Arcade	Canberra City	2600	(06) 248 7859
G&C QUALITY COINS & STAMPS	Shop 5, 182 Queen St.	St Marys	2760	(02) 9833 1618
G & K STAMPS & PHONECARDS	PO Box 158	Carlingford	2118	(02) 9871 3127
HIRALAL INVESTMENTS	PO Box A1222	Sydney South	2000	(02) 9677 0015
KENNETH I FOUX NUMISMATICS	PO Box 351	Rose Bay	2029	(02) 9360 3860
LES SZOEDY STAMPS & COINS	PO BOX 268	Kingswood	2747	(047) 21 5389
M.E.F. BOOKS	PO BOX 523	Narrabeen	2101	(02) 9913 3036
PAUL MELMETH GALLERIES	281 Hunter St.	Newcastle	2300	(049) 26 3357
PITTWATER PHILATELIC SERVICE	PO Box 478	Avalon Beach	2107	(02) 9974 1177
PROSPECT STAMPS & COINS	Shop 18, 24 Main Street	Blacktown	2135	(02) 9622 1399
STRATHFIELD STAMPS & COINS	Shop 44, Strathfield Plaza	Strathfield	2135	(02) 9764 3034
SYDNEY PHILATELICS P/L	Kepos St.	Moore Park	2012	(02) 9319 1533
SYDNEY STAMP & COIN AUCTIONS	25 Crinan St.	Hurlstone Park	2193	(02) 9559 2201
SYDNEY STAMP CENTRE	14 Martin Place	Sydney	2000	(02) 9231 4583

**THE SECRETARY, S.C.D.A.A., PO BOX 257, BLACKTOWN, NSW 2148**

# A new exciting prospect for collectors



Discover gold with Telecom's new PhoneCard™ investment collectable.

For the first time ever, Telecom New Zealand has embedded a solid gold bullion piece into a limited edition collector series PhoneCard. The \$75 Canadian Maple Leaf PhoneCard represents the first Telecom PhoneCard to be produced in this denomination and is the inaugural release in the new Gold Bullion series. Start your collecting now and treasure the prospects. Beautifully designed and packaged, the Gold Bullion series presents a truly



golden opportunity. Be in quick to secure your pack as availability of the Canadian Maple Leaf Gold Bullion Issue is strictly limited to only 1250 packs worldwide at a cost of only NZ\$160 (inc. GST).

To stake your claim on the Canadian Maple Leaf Gold Bullion Issue, complete the coupon below without delay or call 0800 508 805 for more information NOW!

Please send me  Canadian Maple Leaf Gold Bullion Issues at a cost of \$160 (inc. GST) per pack.

Name: \_\_\_\_\_

Expires: \_\_\_\_\_

Address: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Phone: \_\_\_\_\_

Credit Card Type: \_\_\_\_\_

Signature: \_\_\_\_\_

Please send me more information about PhoneCard collecting.

Send to: Telecom PhoneCard Collector Service, Freepost No. 4083. PO Box 3838, Auckland. This offer is subject to availability. A/NZPM

12463B

Telecom PhoneCard™ Collector Service

**Telecom**  
NEW ZEALAND